

79-10

COPPER STORE FRONT CONSTRUCTION



Desco
METAL

DETROIT SHOW CASE CO.
DETROIT, MICH.
U. S. A.



COPPER STORE FRONT CONSTRUCTION



Catalogue No. 10

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DETROIT SHOW CASE CO.

1652-1694 W. Fort St.

DETROIT, MICH., U. S. A.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

COPPER IS CHEAPER

COPPER for store fronts is rapidly supplanting all other materials used for this form of construction. Practically all the new stores throughout the country have copper fronts while each year thousands of old fronts are torn out and copper is installed.

The application of copper to store front construction is but another recognition of the adaptability of the metal to structural uses in which attractiveness and durability are first essentials. For ages copper has been demonstrating that for lasting service it ranks first among all metals.

It was, in fact, the first metal used by mankind. Archaeological research discloses that copper was in use by ancient peoples almost 10,000 years ago.

Copper assisted in the rise of Babylonia, which preceded Egypt and Assyria. It was used in various ways 3,500 years before the pyramids were built in 3,700 B. C.; 5,400 years before Abraham's time, 6,000 years before the Ten Commandments were proclaimed by Moses, and nearly 7,000 years in advance of the founding of Rome.

Primitive appliances of copper have been found which are known to be approximately 6,000 years old and they are still in a good state of preservation.

In our own country, thousands of years before the early French pioneers explored the Great Lakes region, a race which antedated the American Indian, mined the rich copper deposits there and made tools and utensils of the metal. The race, itself, has vanished but its implements such as sledge hammers and copper chisels tempered by cold forging survive to reveal characteristics of this strange people to the eye of science.

The early history of mankind is thus written in copper practically everywhere that scientific research has penetrated.

Today, as in the dawn of history, a copper age prevails. Without copper our engineering marvels could not be achieved nor would electricity point to further mechanical advancement. Copper is indispensable in industry and its uses are continually expanding. Its immunity from corrosion which destroys substitute metals makes it the ideal ma-

terial for its ever increasing use in store front construction.

There are now approximately 1,425,000 stores in the United States. In 1923, the tonnage of Copper used in store front construction was approximately 4,000,000 pounds, which was an increase of nearly 1,000,000 pounds over the 1922 figure.

Manufacturers of copper store fronts prophesy that in 1924, 5,000,000 pounds of metal will go into store front construction, so that within a period of three years, the tonnage will have almost doubled.

Varying amounts of copper are used in different installations, depending on the extent to which the dealer wishes to go in making his store inviting. The usual front of the smaller store utilizes approximately 75 pounds of copper, and the average amount of copper used for all classes is about 100 pounds.

The use of copper in store fronts is a logical development. Naturally, store windows must occupy the most prominent position in any building in order to appeal to the passing throngs. They are exposed to the heat and glare of Summer sun, to Summer rains, the beating of Winter storms and all the variations of temperature between these extremes. To the effects of this trying exposure copper is absolutely impervious. It requires no painting or upkeep and its ductility lends to pleasing forms of construction, at the same time constituting it the best frame for glass enclosure. A copper front has the acknowledged strength of metal but also possesses elasticity in its contact with glass. It is thus superior to materials which are rigid and without shock absorbing qualities.

Copper framed show windows are ideal in that the frame adds to the attractiveness of the windows. The cumbersome construction required in the old type of store front, which detracted from the window display, is eliminated through the use of copper and the goods on exhibition are shown to best advantage.

Imitation copper store fronts have made their appearance. Like plated hardware, they quickly corrode. The solid copper store front is permanently attractive; it will never rust, and it removes the fire hazard of the wooden window.

You Pay For It Only ONCE

FOREWORD

DESCRIPTION

"Desco" copper store front construction is made and designed along the most approved architectural lines, the several shapes and members of the construction harmonizing perfectly. Heavy gauge, cold rolled copper only, is used in its making, and where steel reinforcing channels are used for corner bars and division bars, they are rustproofed before finishing. Setting blocks, caps for the corners, and all accessories for a complete installation are included in all orders.

"DESCO" LINE COMPLETE

The "Desco" line of copper store front construction is complete in every detail, including ventilated sash, copper covered kalamein mouldings, corner bars, division bars, 3-way bars, reverse corner bars, sill covers, transom bar covers, awning transom bar covers, side and head jamb covers, bulkhead construction covers, kick plates, brass thresholds, etc. In fact, everything necessary for any store front job, from the smallest to the most elaborate.

SIMPLICITY

The simplicity of "Desco" copper store front construction is one of its strongest points. Each member is designed to perform its particular work in the simplest, safest and most practical manner. No freak ideas are found in "Desco" and over-designing has been systematically avoided. Corner bars and division bars are simple, easy to handle and easy to install.

In using "Desco" no special millwork or woodwork is required and any ordinary mechanic can install it correctly and quickly without trouble. The whole line has been designed to fit standard stock woodwork that any mill man can furnish

quickly without ordering special woodwork that often causes serious delays.

VENTILATION AND DRAINAGE

Ventilation and drainage features of "Desco" function properly and consistently in all climates and at all seasons of the year. The gutter of the sash is fitted with drainage holes of ample proportions that take care of all water on the inside of the windows and allow free passage of air in and out of the window at all times. The face plates of the sash are fitted with drainage holes to allow water to escape to the outside and the air to enter in and out of the window as required. The gutter is in one piece, which allows the sash to be used with or without sill covers. Being in one piece, no water can get through to the woodwork below at any time. The setting blocks of "Desco" are made of heavy copper channels, fitted with soft lead cushions and are made with a rocker bottom, so that they can conform to any uneven cut edge of the plate glass.

There are no fiber, leather, or wood blocks of any kind in this sash and there is nothing to corrode, rust or rot used any place in the construction.

ARCHITECTURAL SERVICE

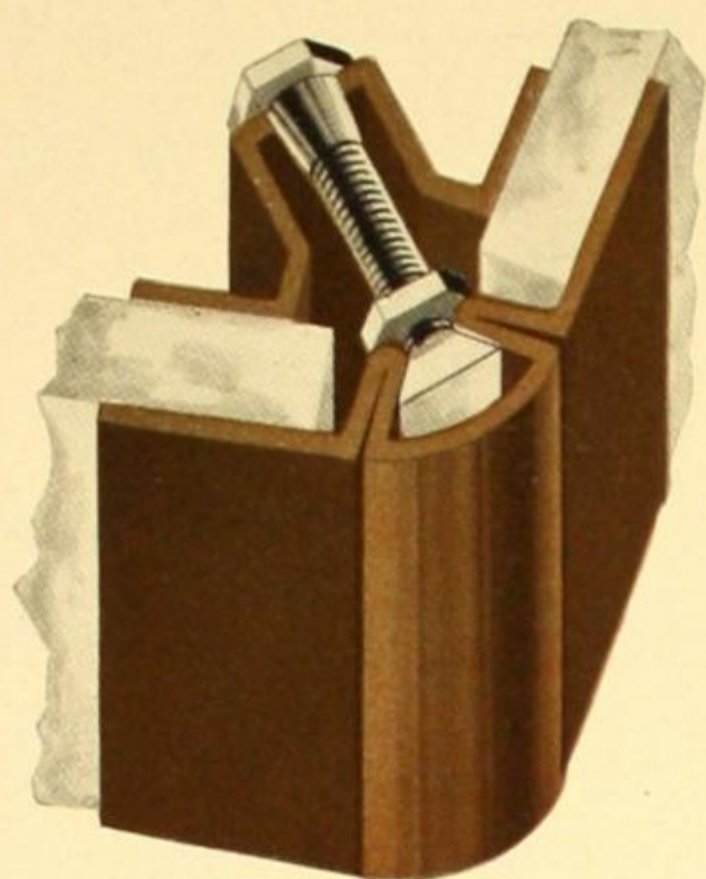
Full size details of "Desco" copper store front construction will be mailed to any architect without cost. "Desco" copper store front construction is distributed and sold through direct factory branches and dealers in practically all parts of the country.

FINISHES

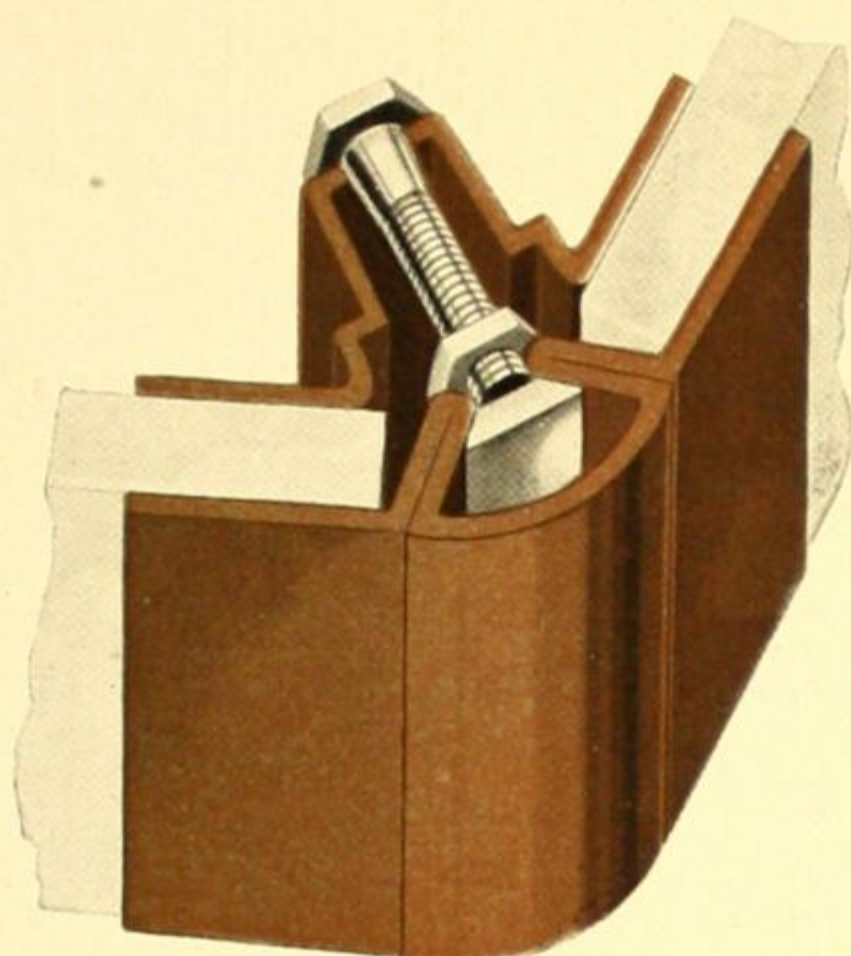
"Desco" can be furnished in plain copper, polished copper, solid bronze, statuary copper, statuary bronze, and oxidized copper finishes.

CORNER BARS

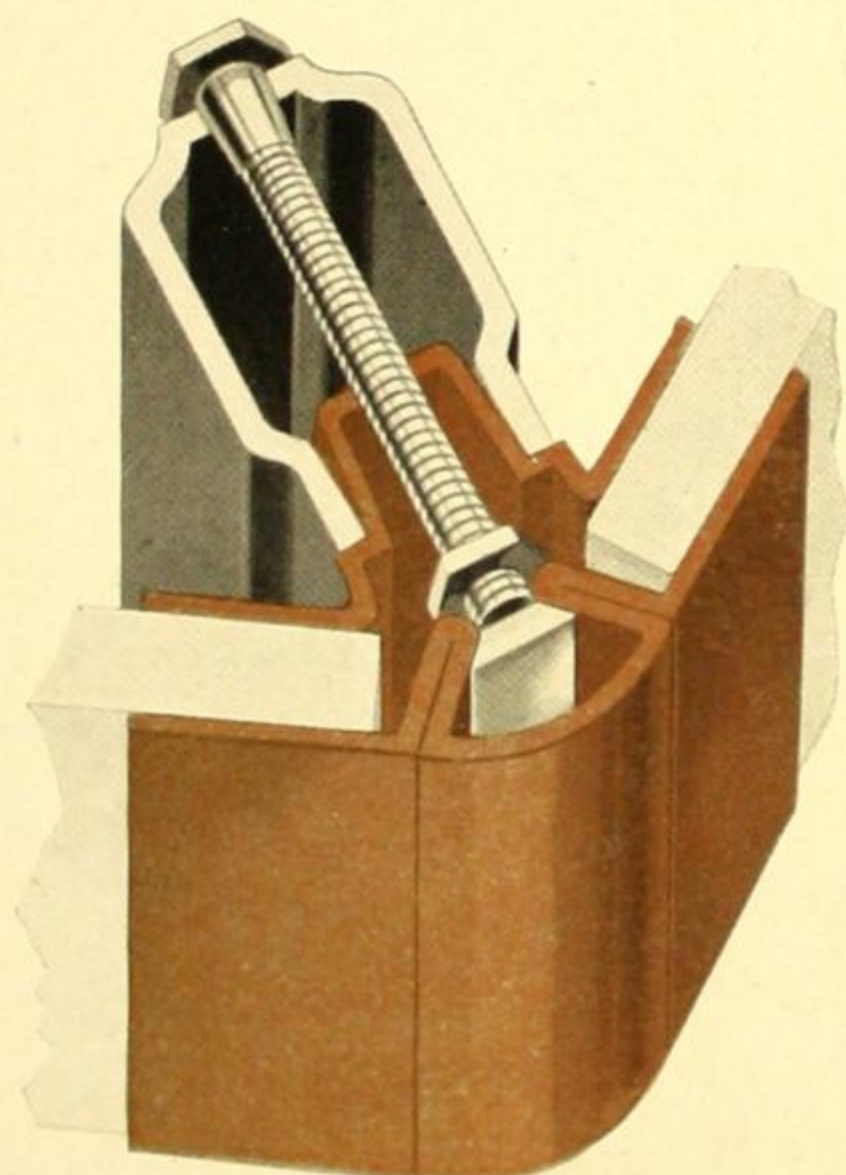
NOTE: Always give angle of Corner Bars when ordering.



No. 82 Corner Bar
Copper face and back plate



No. 182 Corner Bar
Copper face and back plate



No. 182-H Corner Bar
Copper face and back plate with
H Steel Reinforcing Channel

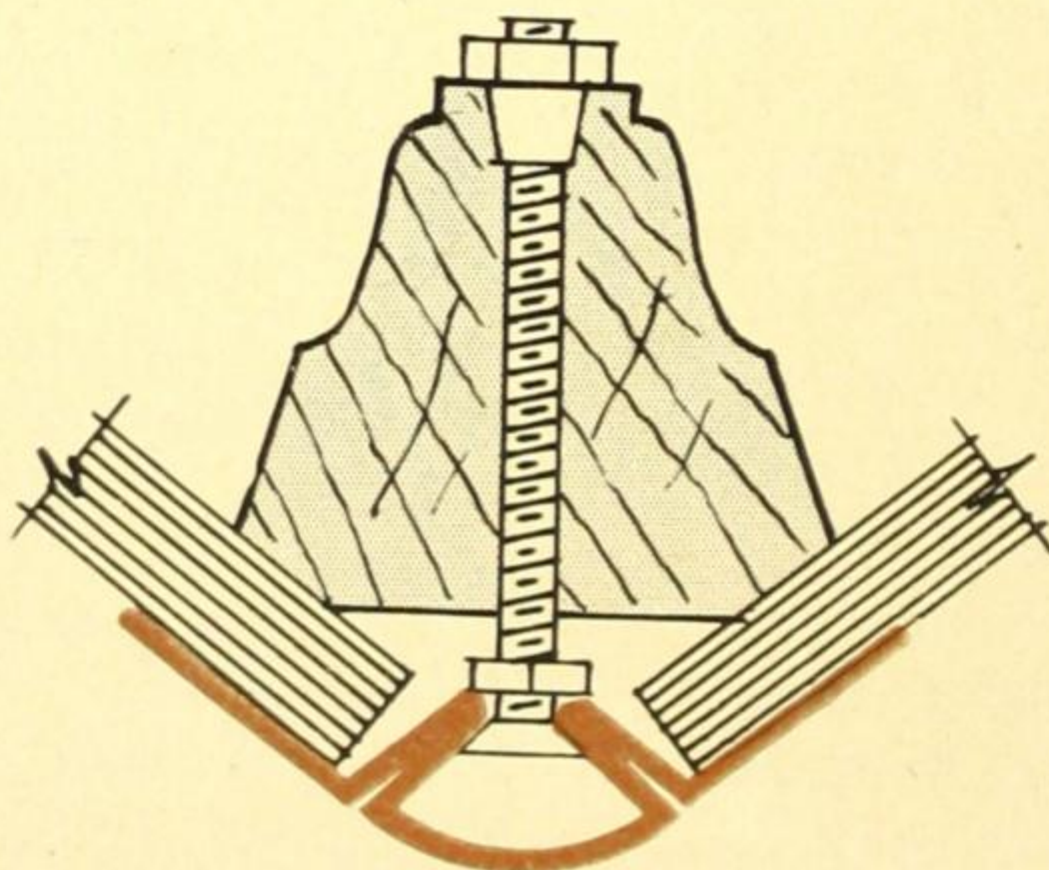
"Desco" corner bars are noted for their simplicity, ease of installation, safety in glazing, and strength. The face plates and back plates are drawn of cold rolled copper in heavy gauges in one piece, and are fitted with necessary brass bolts and sleeve nuts for connecting together.

The glass rabbets are exceptionally deep and hold the glass firmly but with perfect safety.

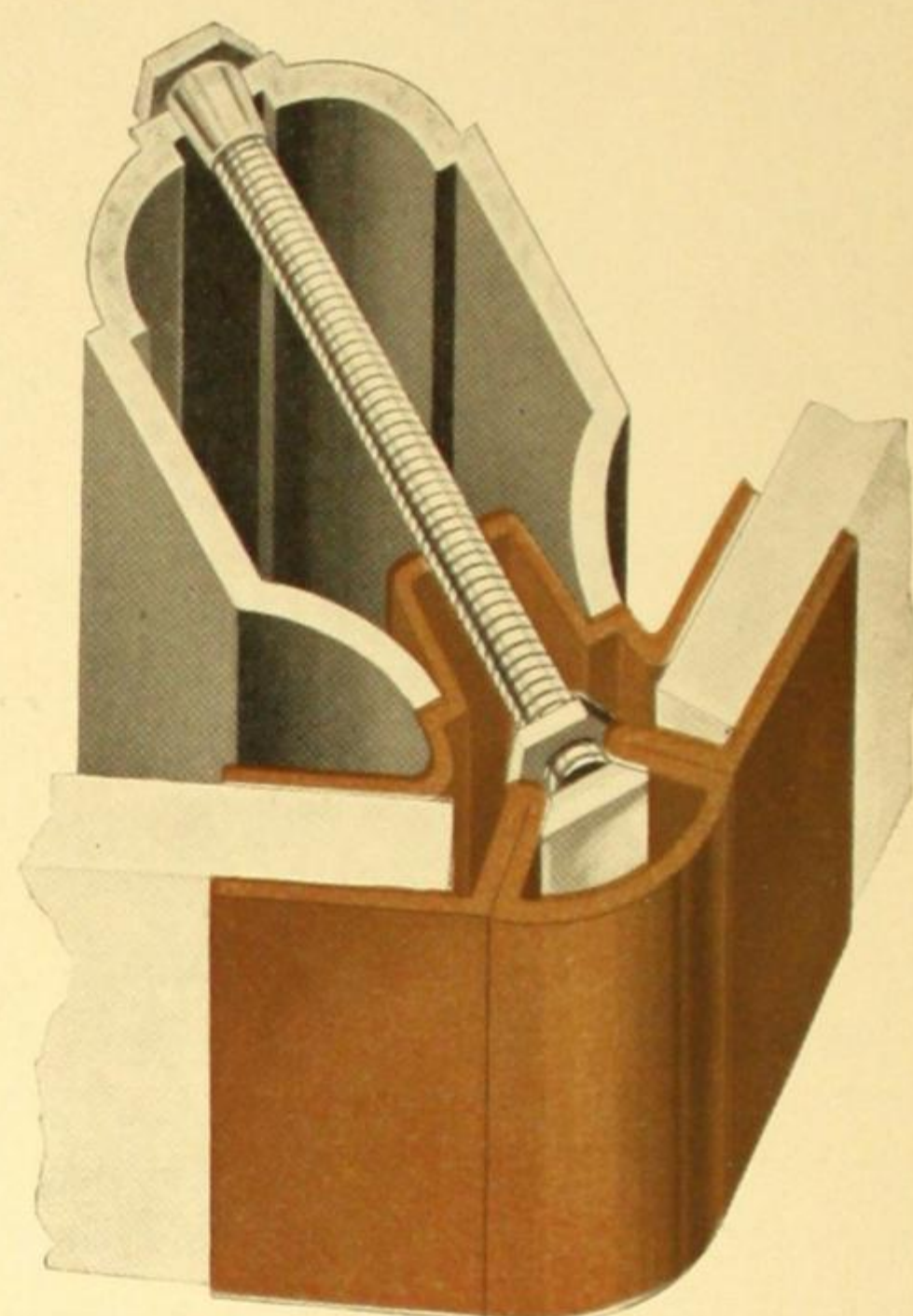
Corner bars can be furnished in any angle and in a variety of sizes and prices to fit every need.

The steel channels used for reinforcing corner bars are all interchangeable with division bars and reverse corner bars. These channels are furnished rust-proofed and finished in a brown baked enamel finish. Channels can be ordered separately, and come finished, drilled and with brass bolts and sleeve nuts to fit.

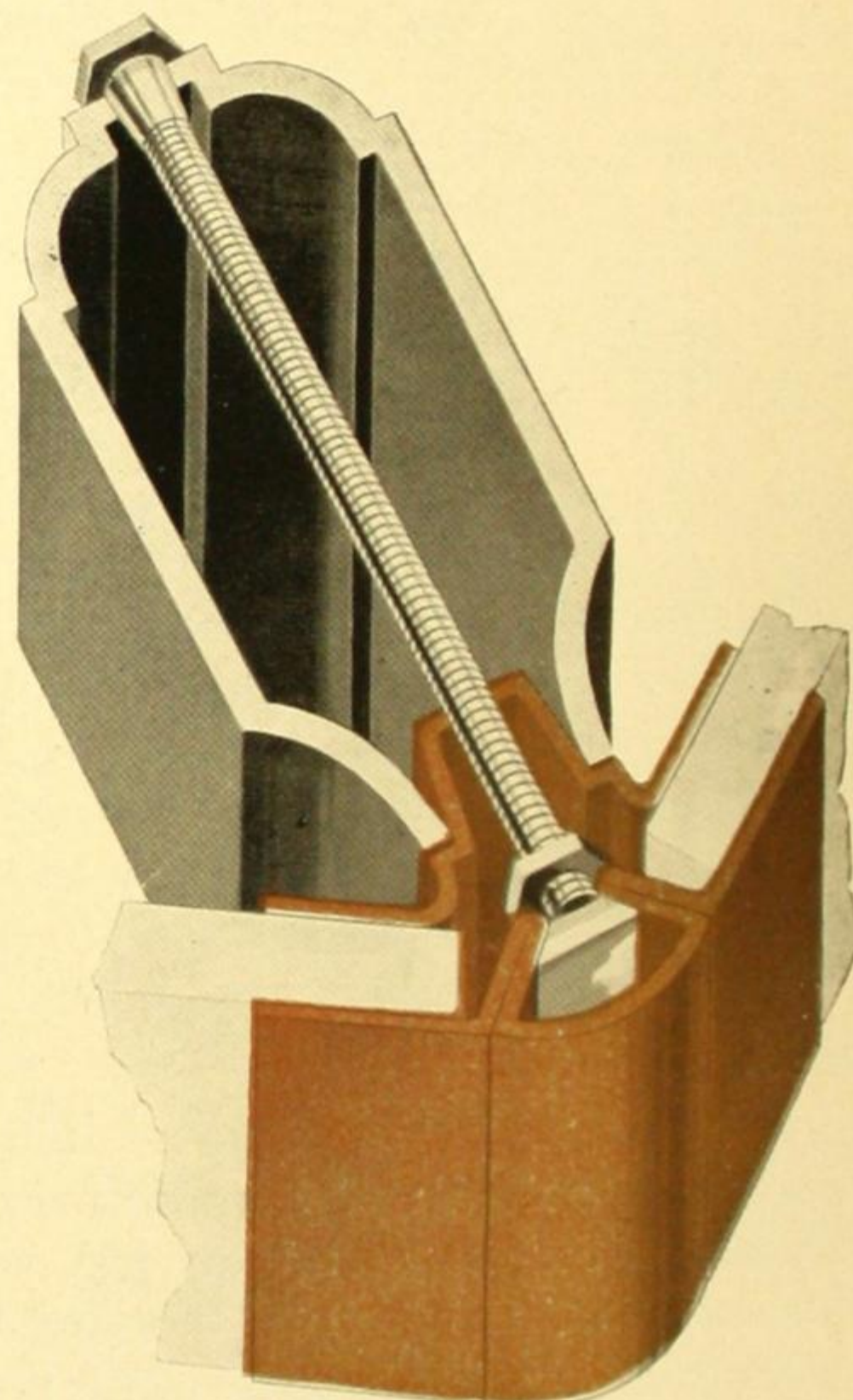
Anchors made of stamped steel of heavy gauge, rust-proofed (sherardized) can be furnished to fit any steel reinforcing channel.



No. 282 Corner Bar
Copper face with wood back member, comes
stained and finished mahogany color.



No. 182-XH Corner Bar
Copper face and back plate with
XH Steel Reinforcing Channel



No. 182-XXH Corner Bar
Copper face and back plate with
XXH Steel Reinforcing Channel

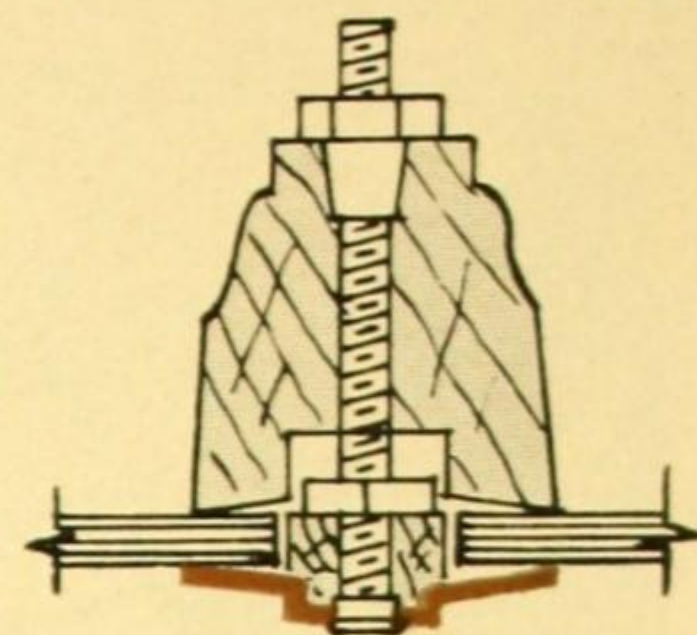
DIVISION BARS

"Desco Division Bars are similar in design to the corner bars, face plates and back plates—are drawn from one piece of cold rolled copper of heavy gauge. The same Steel Reinforcing Channels are used with division bars as on corner bars and are interchangeable on account of same design of back plates.

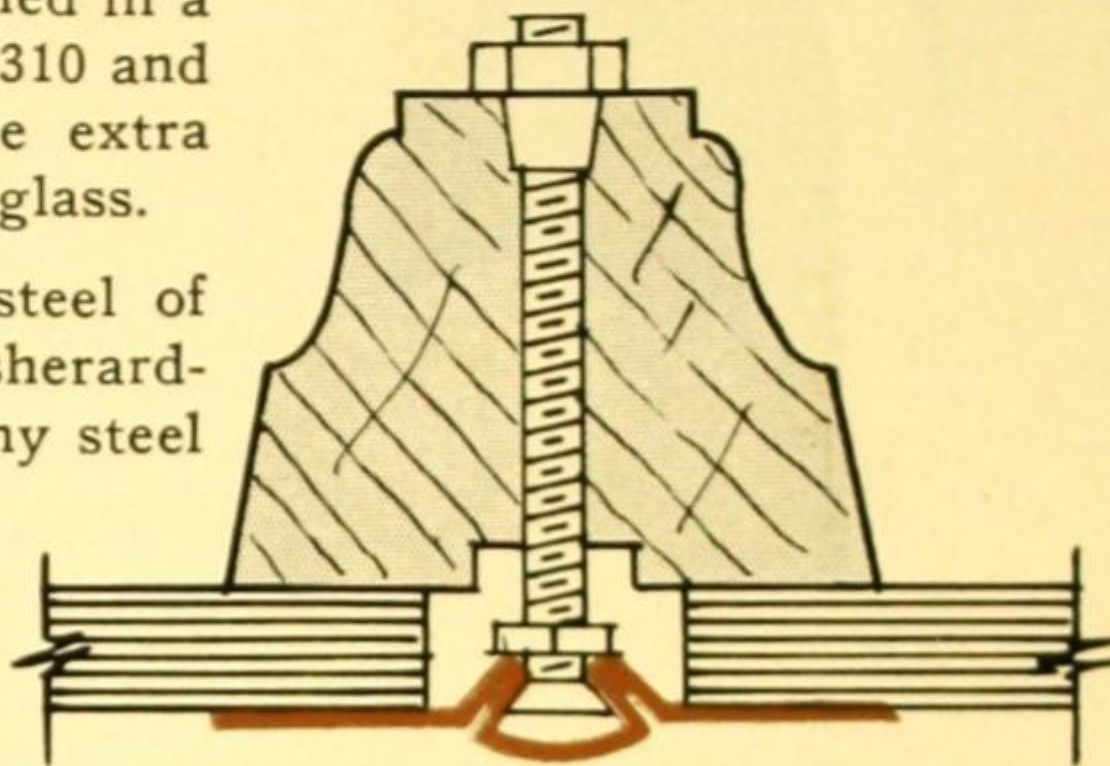
Glass rabbets are deep and glass is held firmly but with perfect safety.

"Desco" Division Bars are furnished in a variety of sizes from the small No. 310 and No. 312 for transom lights to the extra heavy No. 183-XXH for the largest glass.

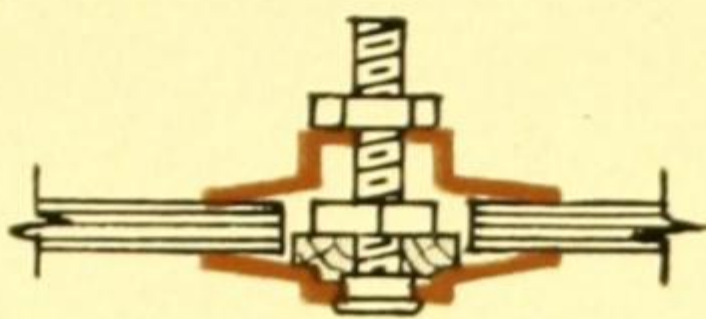
Anchors made of stamped steel of heavy gauge, rust proofed (sherardized) can be furnished to fit any steel Reinforcing Channel.



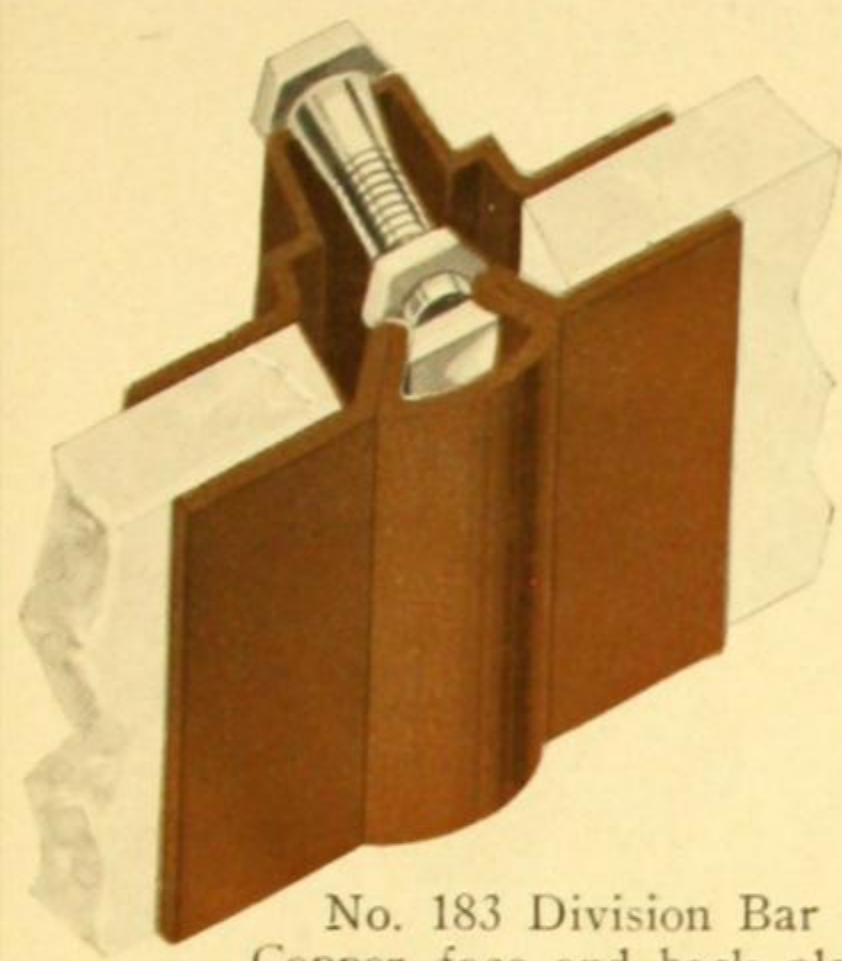
No. 312 Division Bar
Copper face, wood back member finished mahogany color.
Used where small divisions are wanted



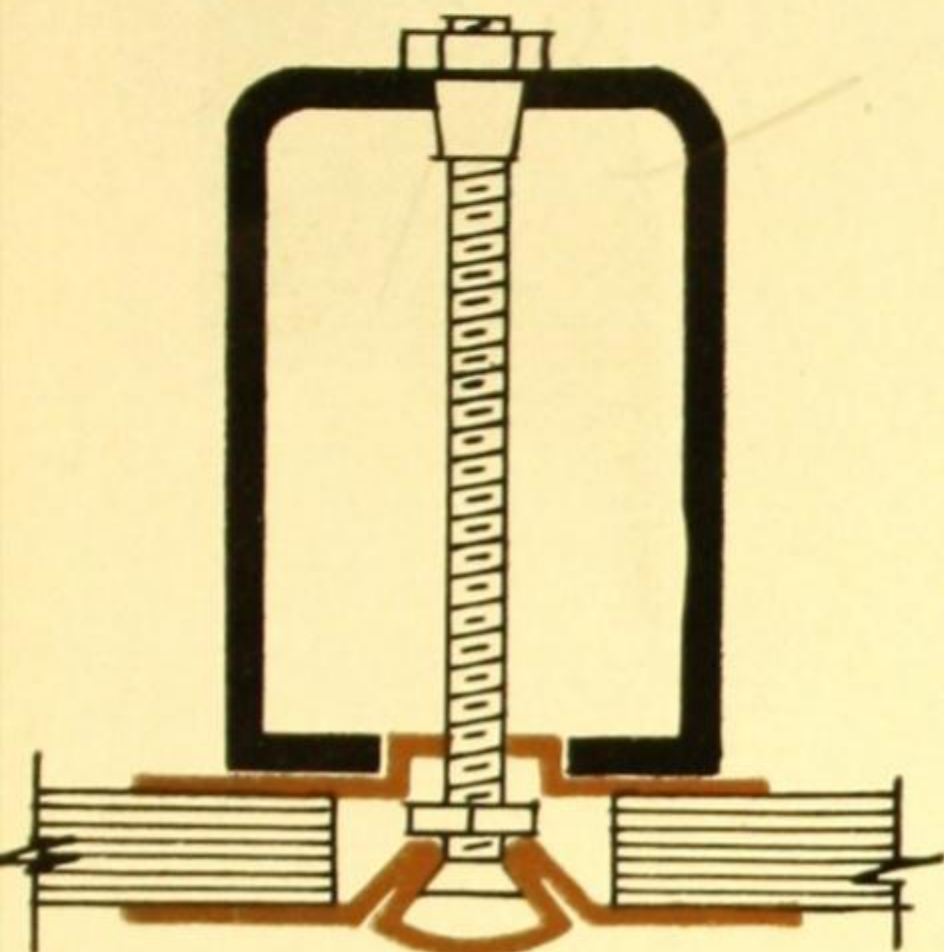
No. 283 Division Bar
Copper face, wood back member finished mahogany color



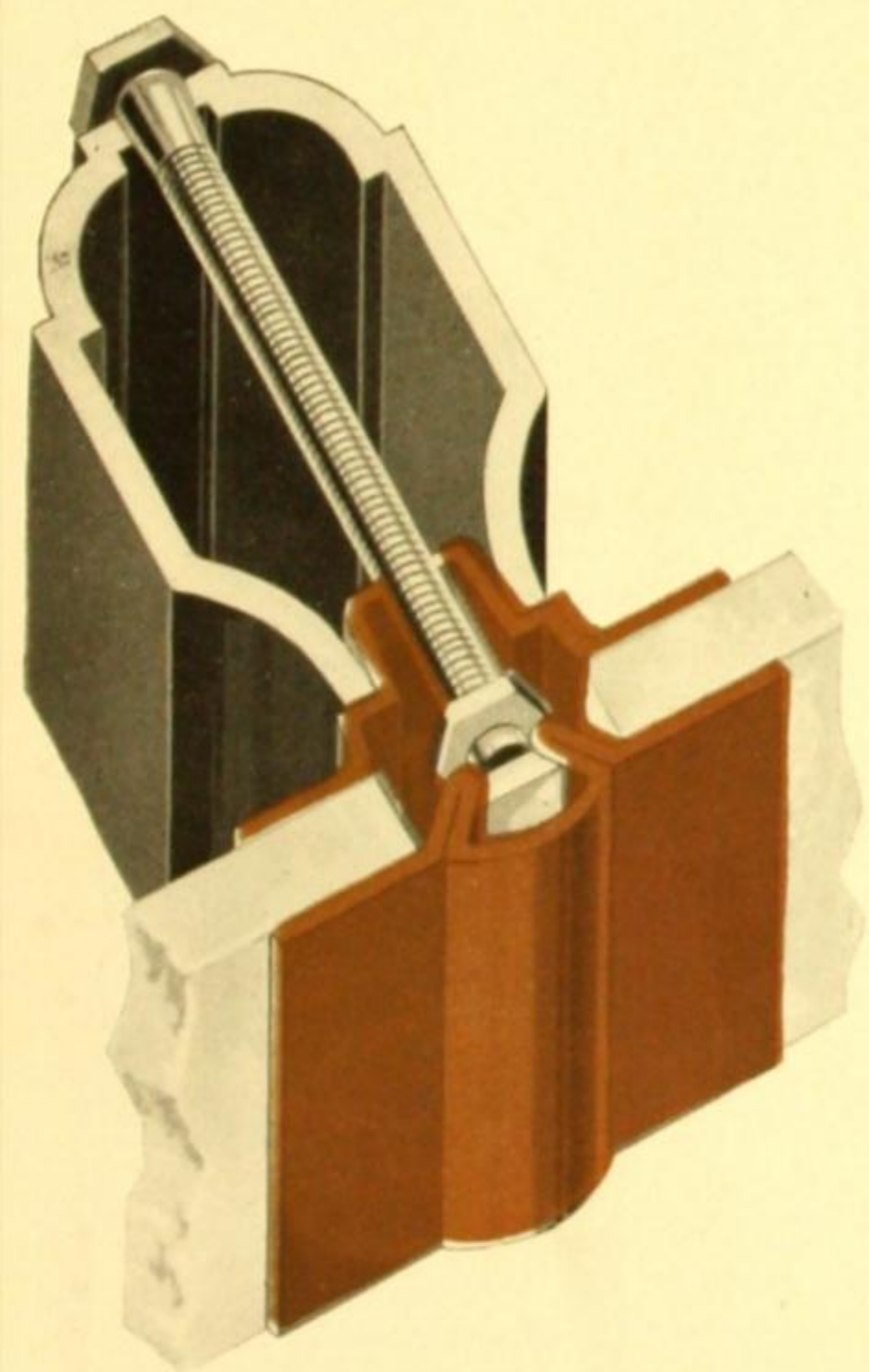
No. 310 Division Bar
Copper face and back plate—
For dividing glass in transoms
and where small all copper division bars are wanted



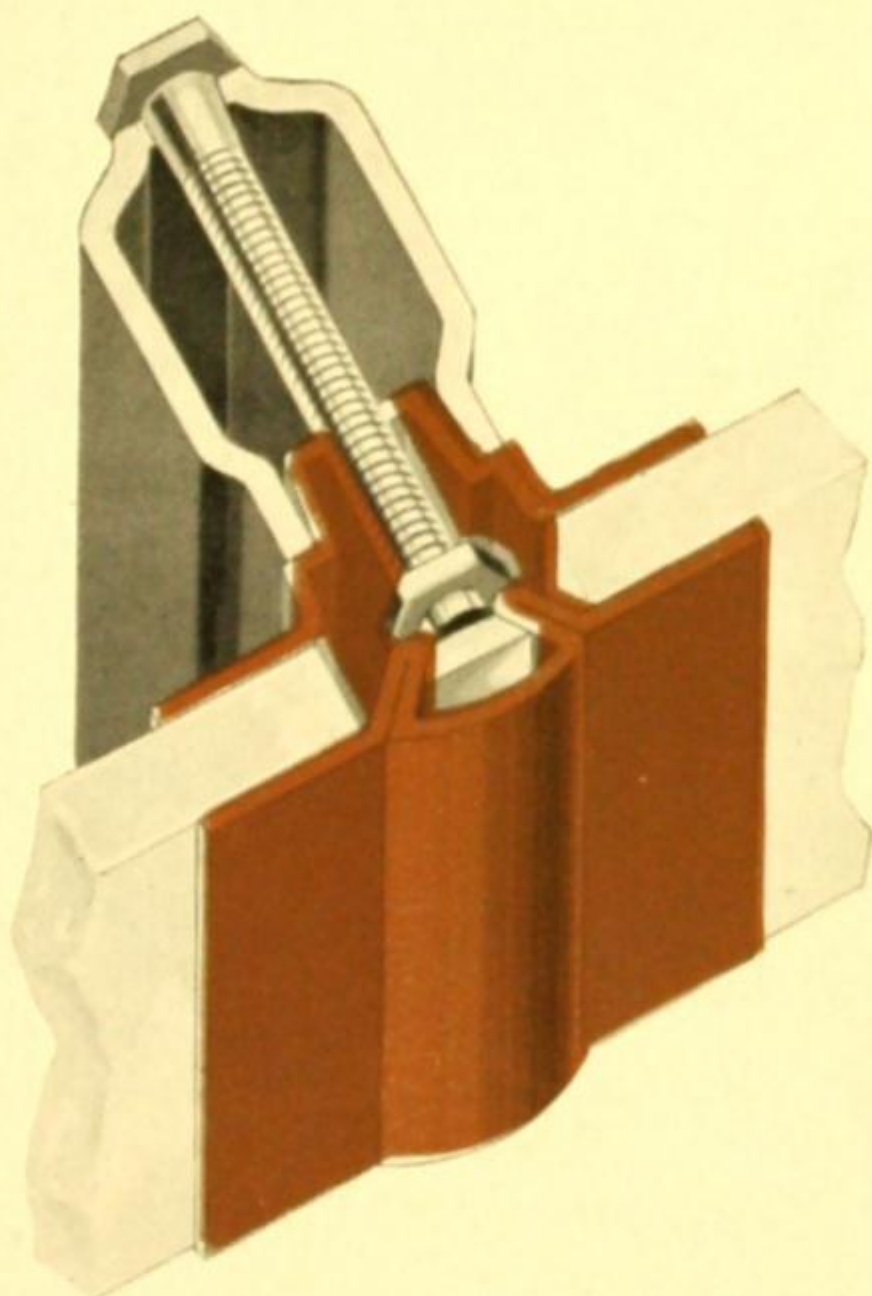
No. 183 Division Bar
Copper face and back plate



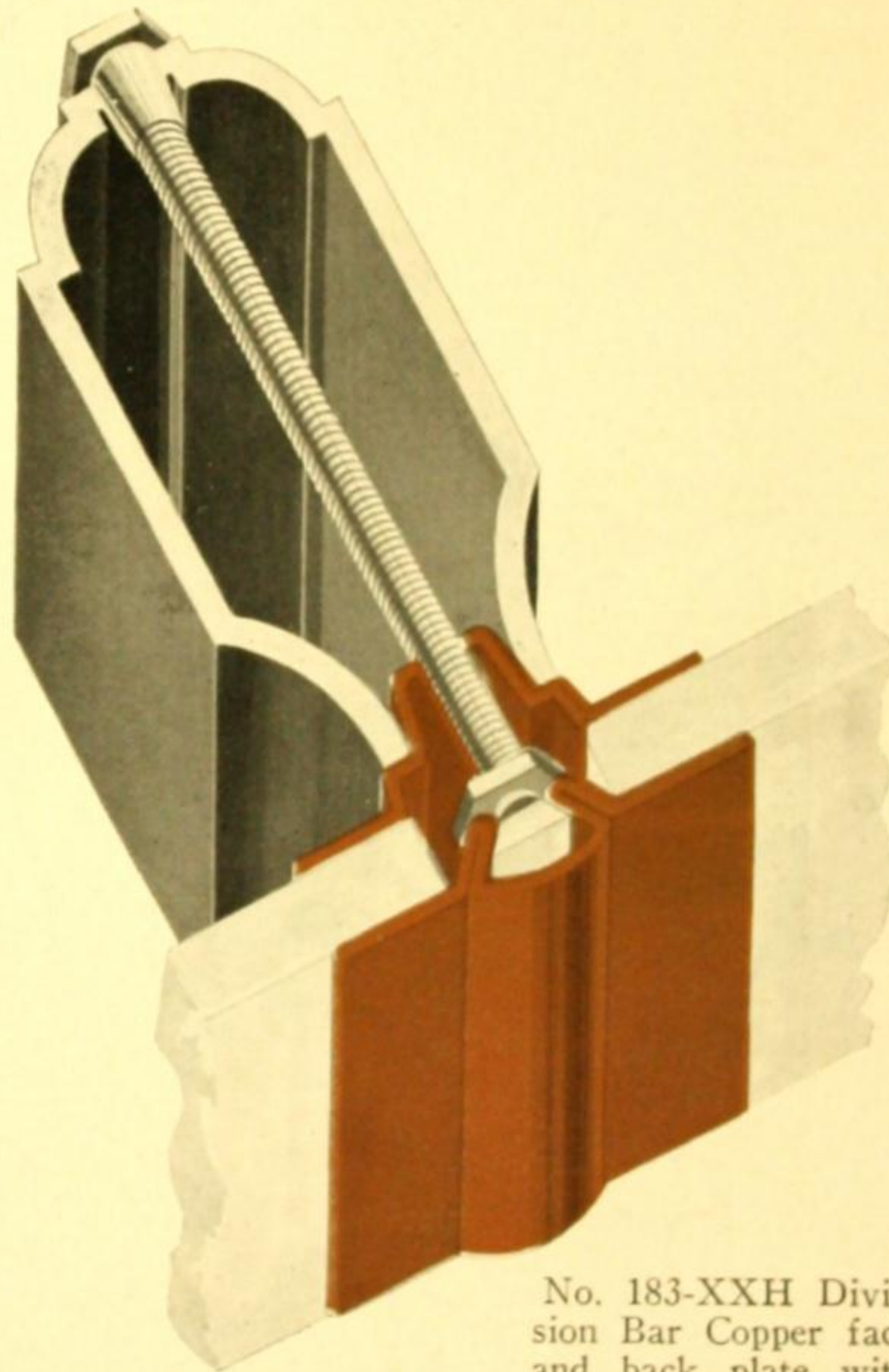
No. 183-SXH Division Bar
Copper face and back plate with
SXH Steel Reinforcing Channel



No. 183-XH Division Bar
Copper face and back plate with
XH Steel Reinforcing Channel



No. 183-H Division Bar
Copper face and back plate with
H Steel Reinforcing Channel



No. 183-XXH Division Bar
Copper face and back plate with
XXH Steel Reinforcing Channel

REVERSE CORNER BARS AND THREE-WAY BARS

NOTE: Always give angle of Reverse Corner Bars and Three Way Bars wanted when ordering.

"Desco" Reverse Corner bars and Three-Way bars are similar in design to the corner bars and division bars. Face plates and back plates are drawn in one piece from cold rolled copper of heavy gauge.

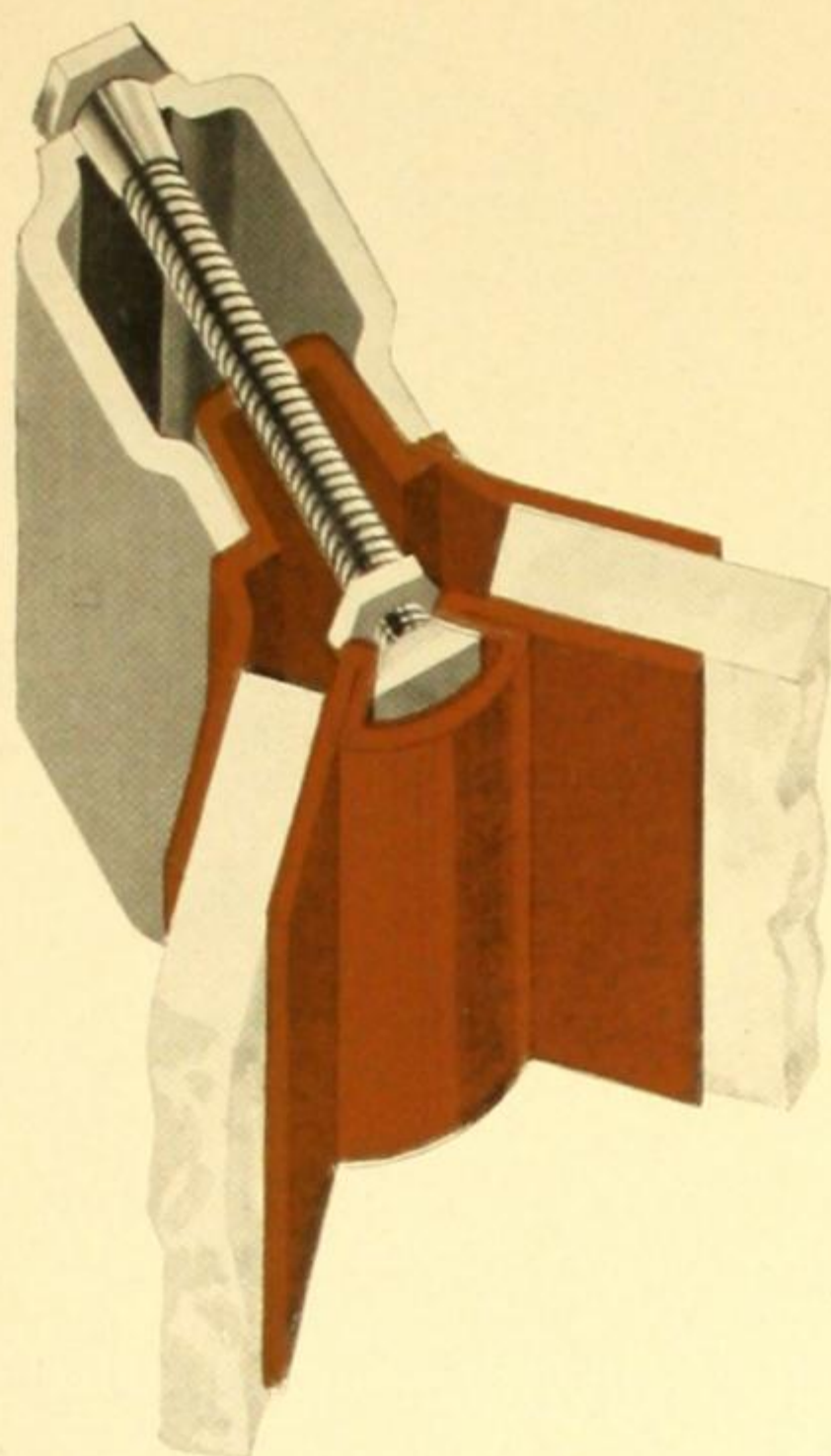
The same Steel Reinforcing Channels are used on Reverse corner bars and Three-Way bars as on other corner bars and division bars, and are interchangeable with them.

The glass rabbets are deep and glass is held firmly, but with perfect safety.

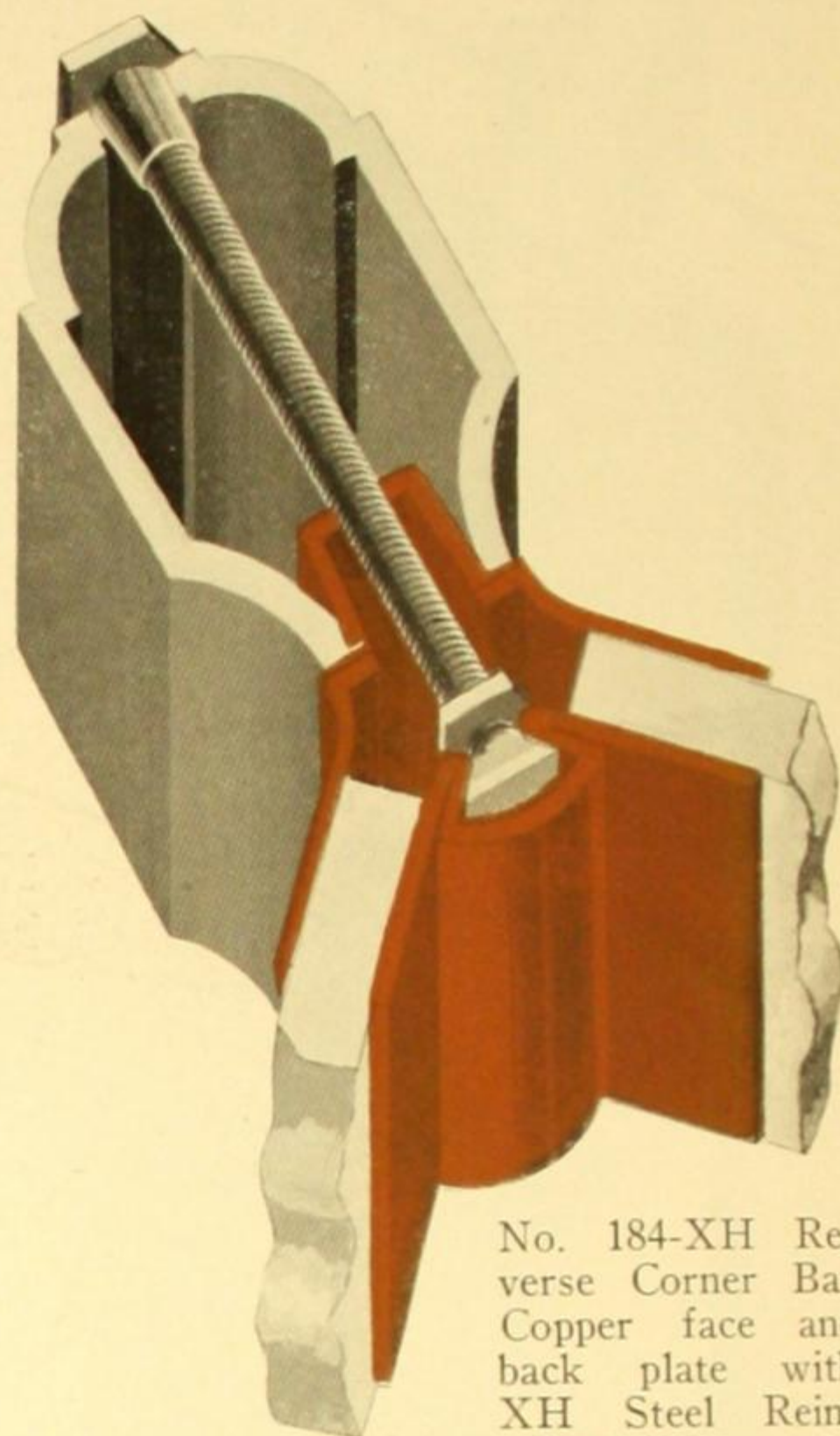
Simplicity, strength and ease of installation are predominating features of all "Desco" corner, division, reverse and three-way bars.

Steel Reinforcing Channels can be purchased separately and are furnished finished, drilled and with necessary bolts and sleeve nuts.

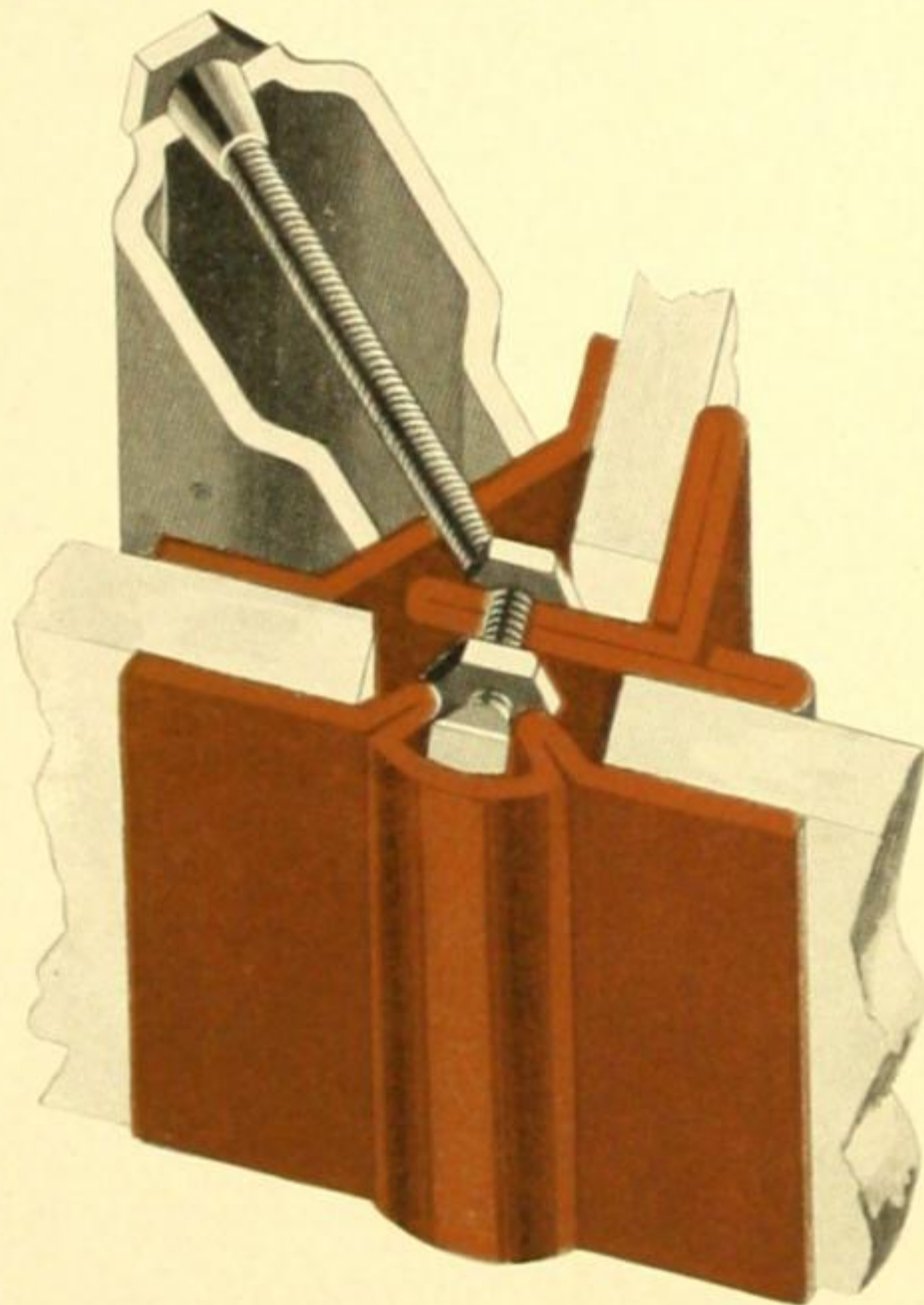
Anchors made of stamped steel of heavy gauge rustproofed (sherardized) can be furnished to fit any steel reinforcing channels.



No. 184-H Reverse Corner Bar
Copper face and back plate with
H Steel Reinforcing Channel

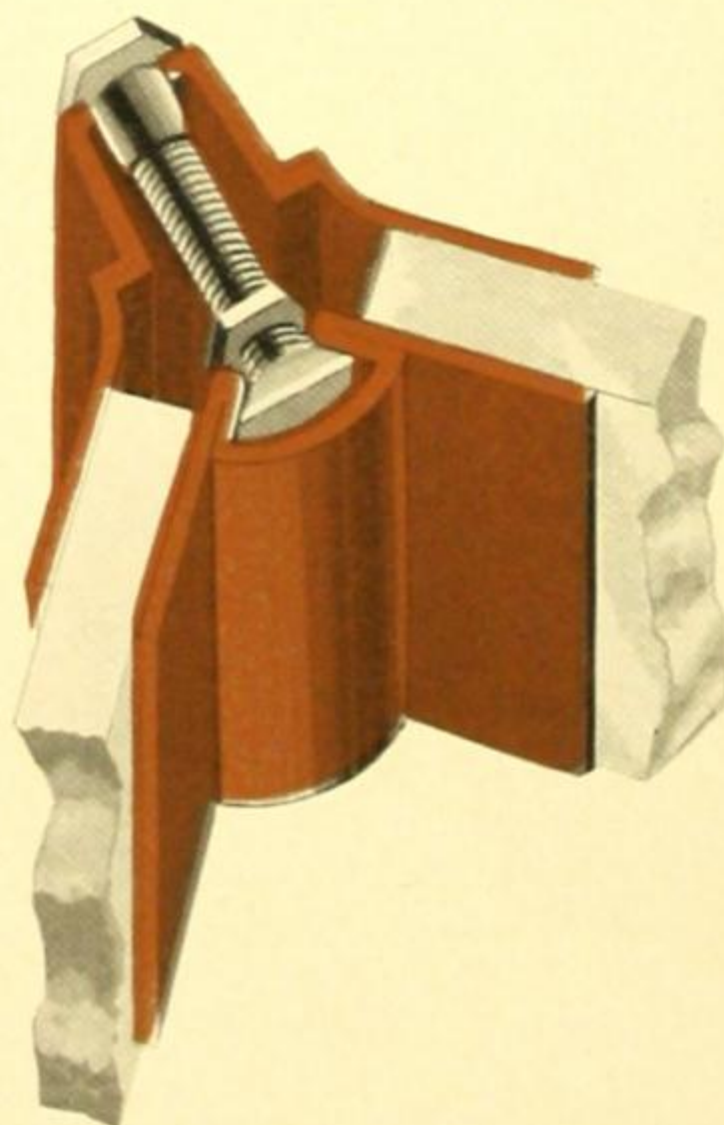


No. 184-XH Re-
verse Corner Bar
Copper face and
back plate with
XH Steel Rein-
forcing Channel.

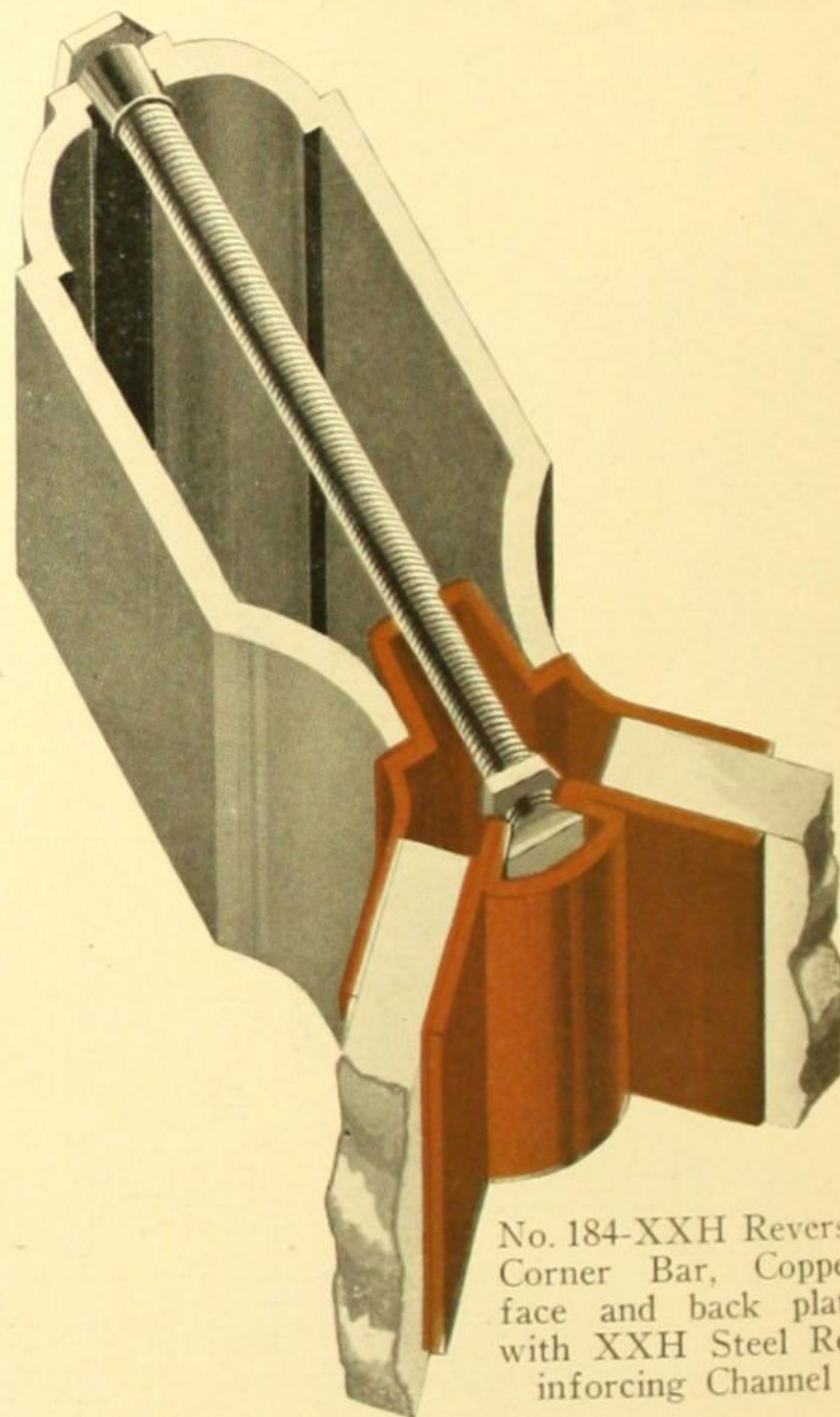


No. 186 Three-Way Bar
Copper face and back plates with H
Steel Reinforcing Channel

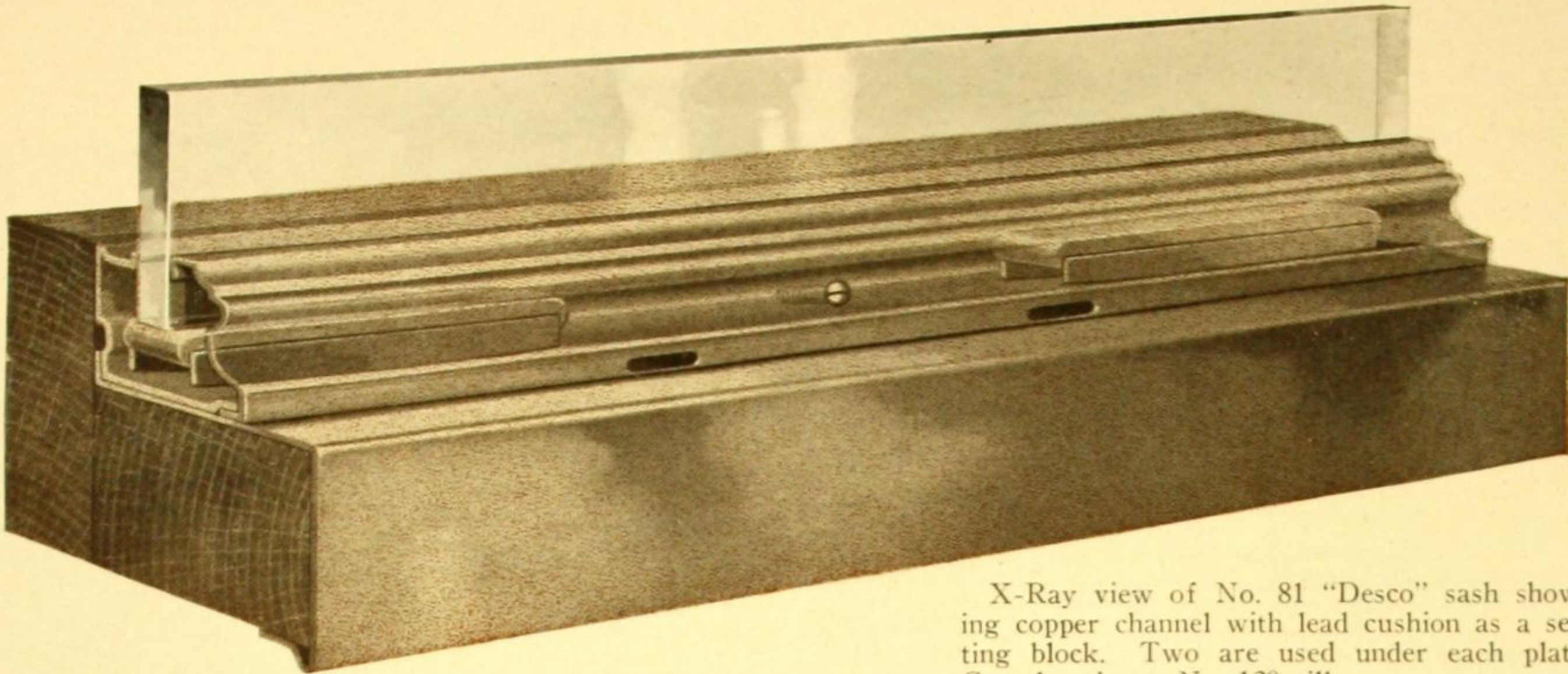
NOTE: Three-Way bars can be furnished with any of the steel reinforcing channels or without as preferred.



No. 184 Reverse Corner Bar
Copper face and back plate



No. 184-XXH Reverse
Corner Bar, Copper
face and back plate
with XXH Steel Re-
inforcing Channel



X-Ray view of No. 81 "Desco" sash showing copper channel with lead cushion as a setting block. Two are used under each plate. Cut also shows No. 120 sill cover.

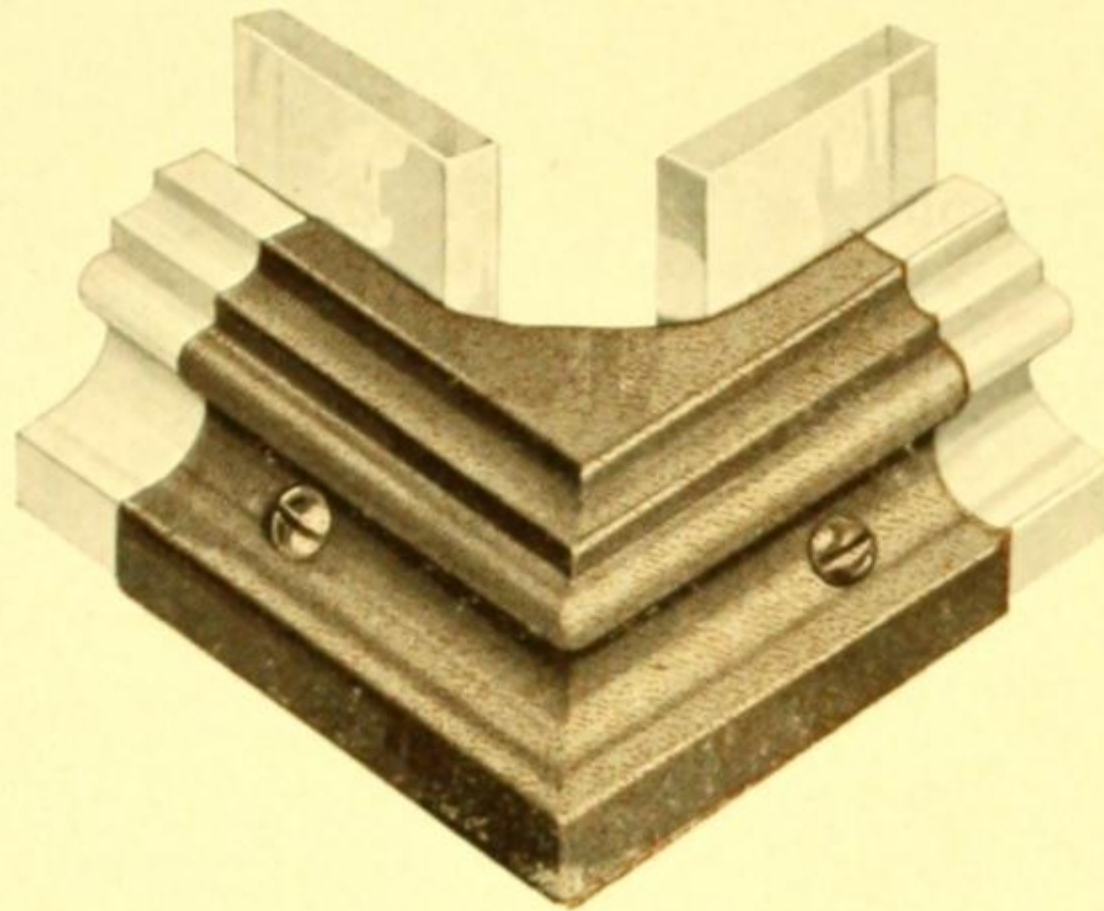
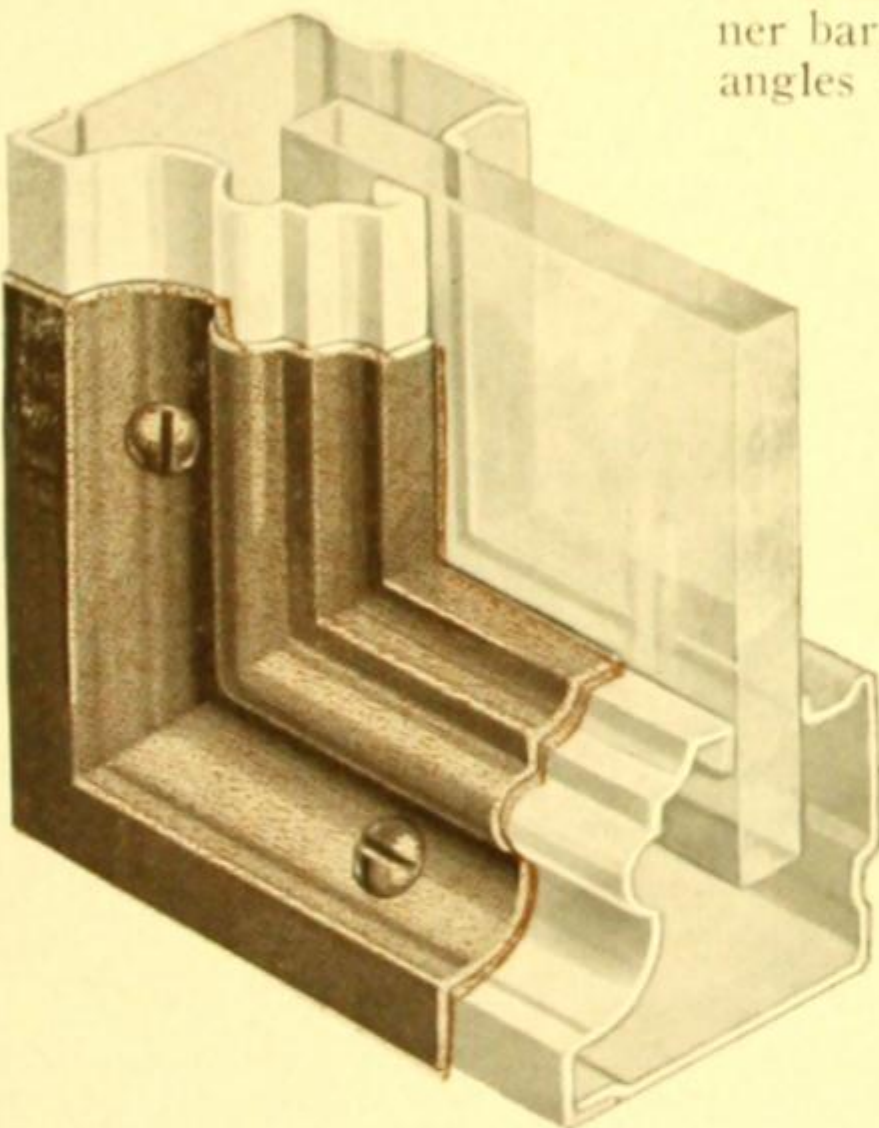
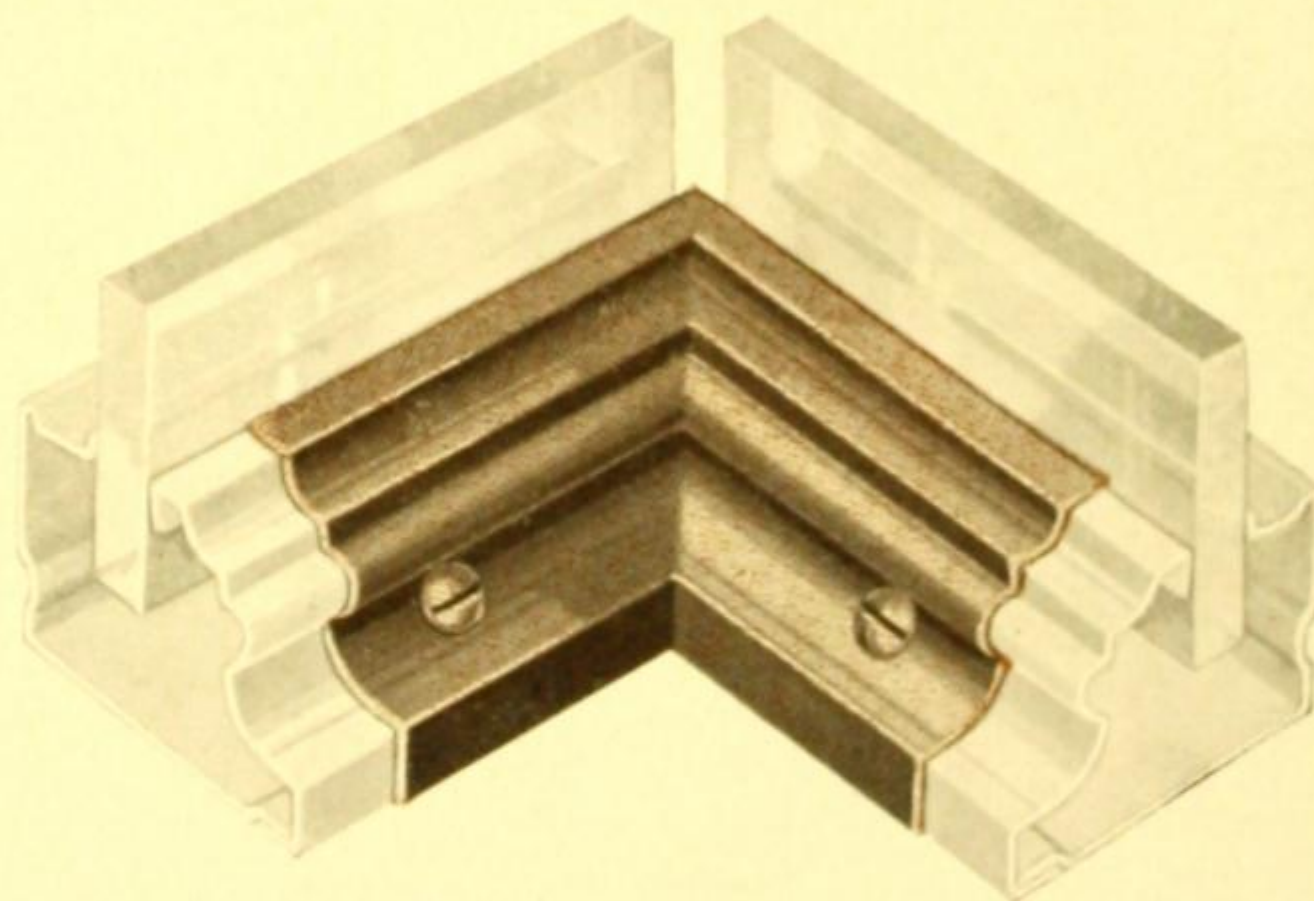


Illustration of mitre cap to cover joint of two sash face plates which meet at corner, below corner bar. Mitre caps are furnished in the necessary angles for each job.



Vertical mitre cap, used at corner where a horizontal and vertical sash face plate meet.



Reverse corner mitre cap which is furnished in the desired angle.

"Desco" Ventilated Sash is noted for its simplicity, safety in glazing, strength and ease of installation. Each member is designed to perform its particular work in the simplest, safest and most practical manner. No freak ideas are found in "Desco", and overdesigning has been systematically avoided.

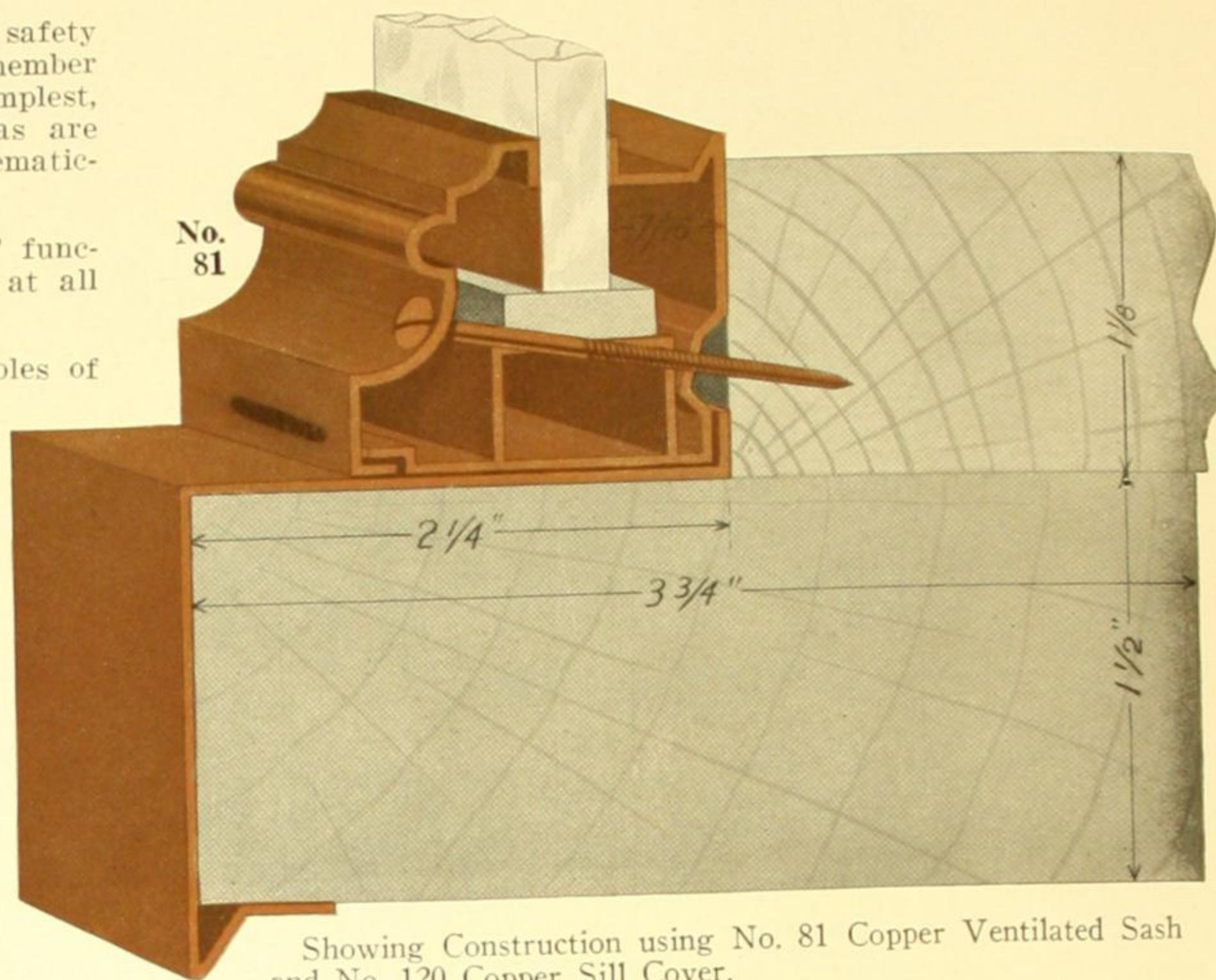
The ventilation and drainage features of "Desco" function properly and consistently in all climates and at all seasons of the year.

The gutter of the sash is fitted with drainage holes of ample proportions that take care of all water on the inside of the windows and that allow free passage of air in and out of windows at all times.

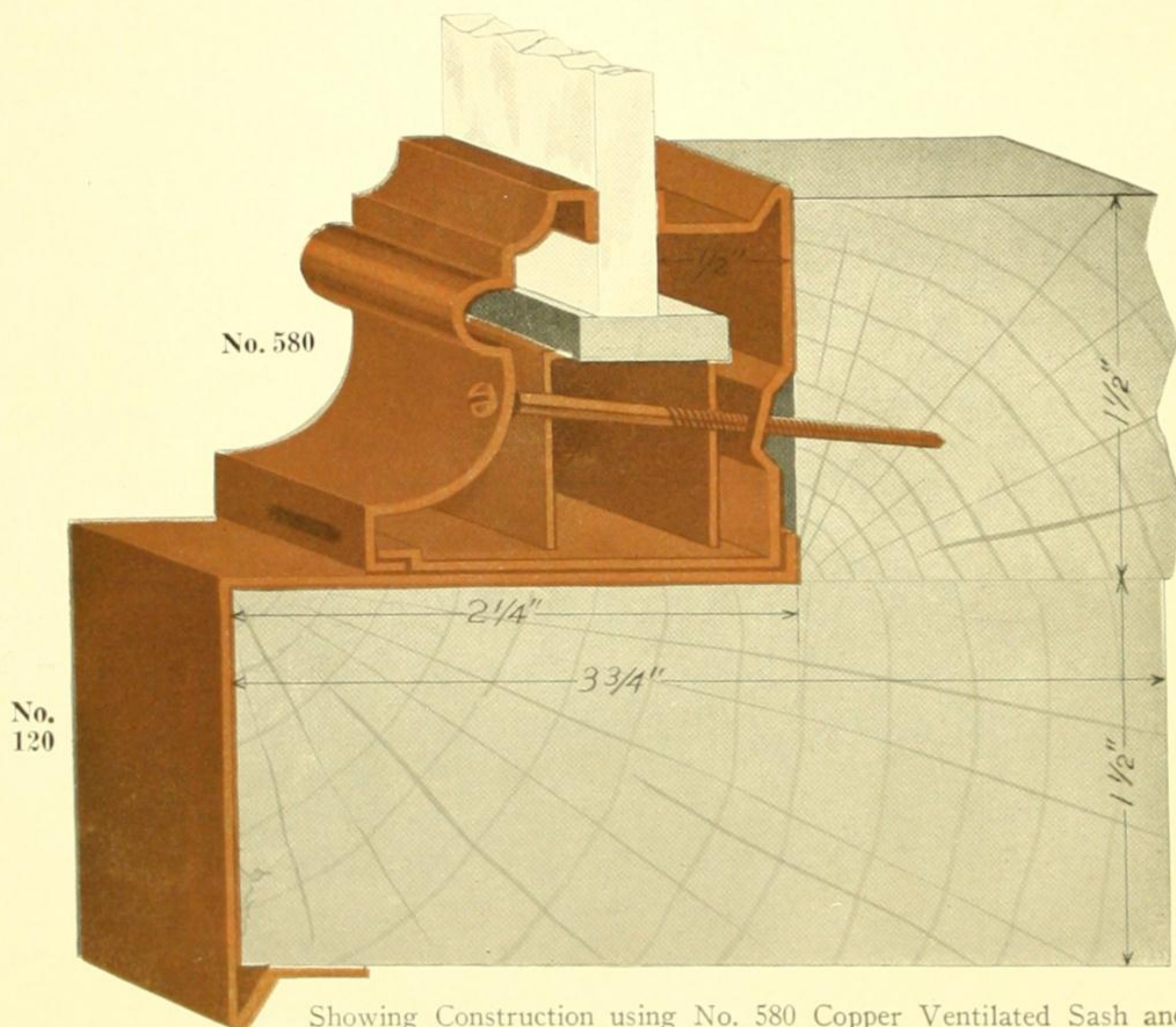
The gutter being of one piece is water proof and can be used with or without sill covers with perfect safety against leakage and consequent rotting of woodwork and breakage to glass.

The face plates of the sash are fitted with drainage holes to allow water and condensation to escape to the outside, and air to enter in and out of the window as required.

The setting blocks are made of copper channels fitted with a soft lead cushion and have a rocker bottom so they can conform to any uneven cut edge of the glass.



Showing Construction using No. 81 Copper Ventilated Sash and No. 120 Copper Sill Cover.



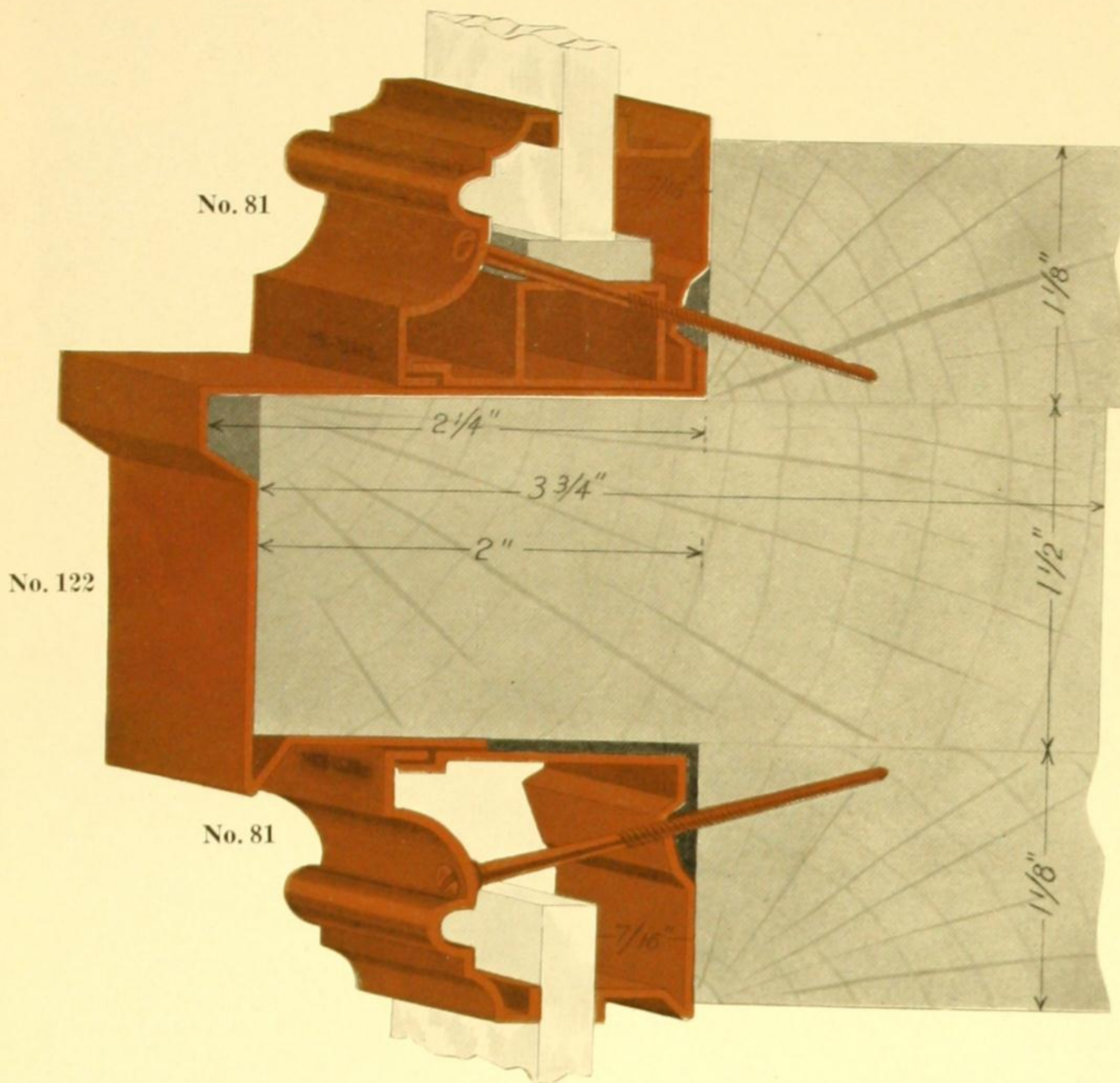
Showing Construction using No. 580 Copper Ventilated Sash and No. 120 Sill Cover.

NOTE

No. 81 Sash and No. 580 Sash can be furnished with dust slides when wanted.

No. 120 Sill Cover is drawn from cold rolled copper of heavy gauge, and can be had in lengths up to 20 feet long.

No. 580 Sash is extra large and heavy and is used where an extra large construction is desired.



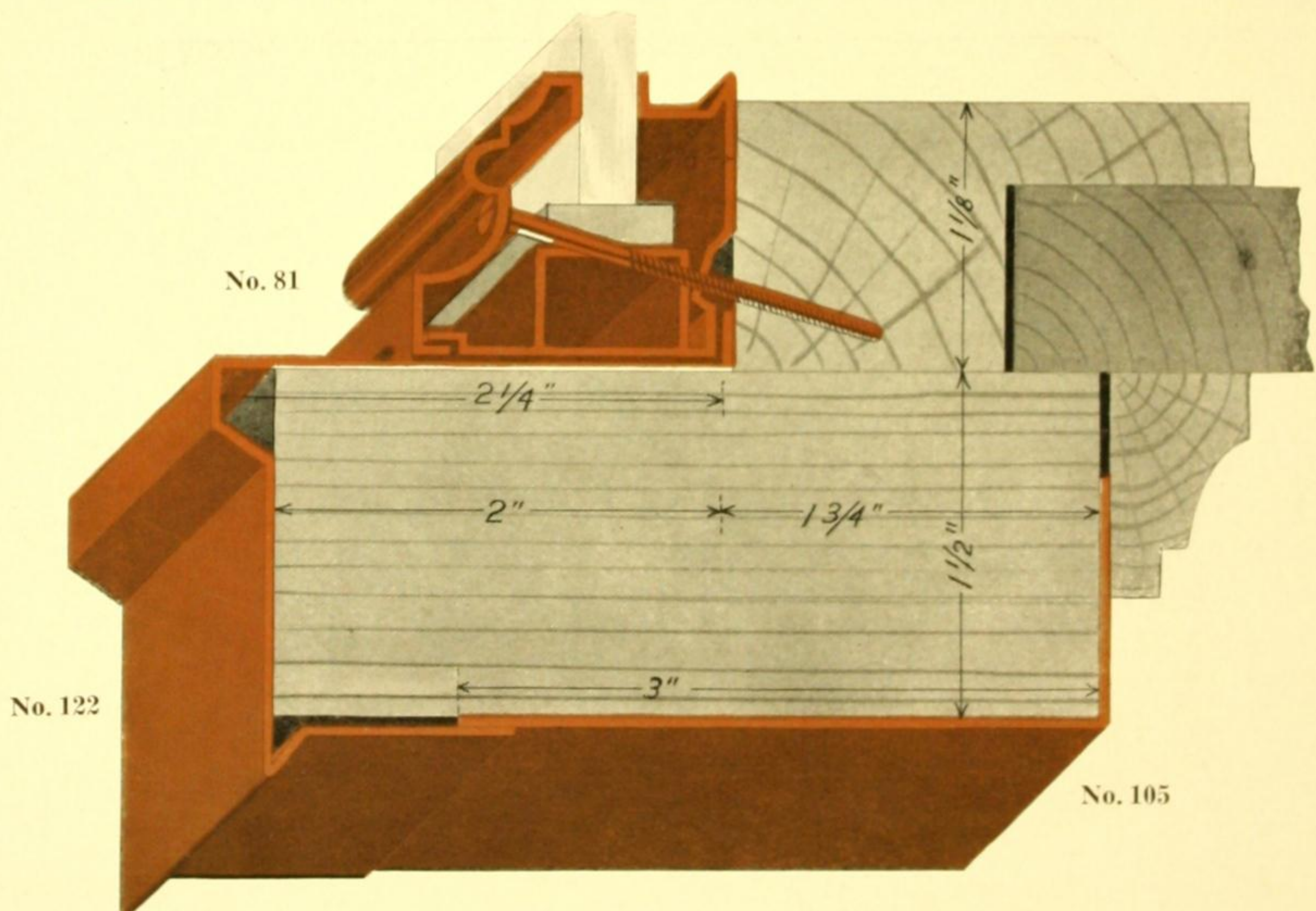
Showing Construction using No. 122 Transom Cover with No. 81 Sash at top and underside of same.

No. 122 Transom Cover is drawn from cold rolled copper of heavy gauge and can be had in lengths up to 18 and 20 feet if required.

Showing Construction using No. 122 Transom Cover with No. 81 Sash at top and No. 105 Soffit Cover on underside. Showing construction of underside of transom bar over vestibule and store entrances where transom bar and transom glass run straight across the front.

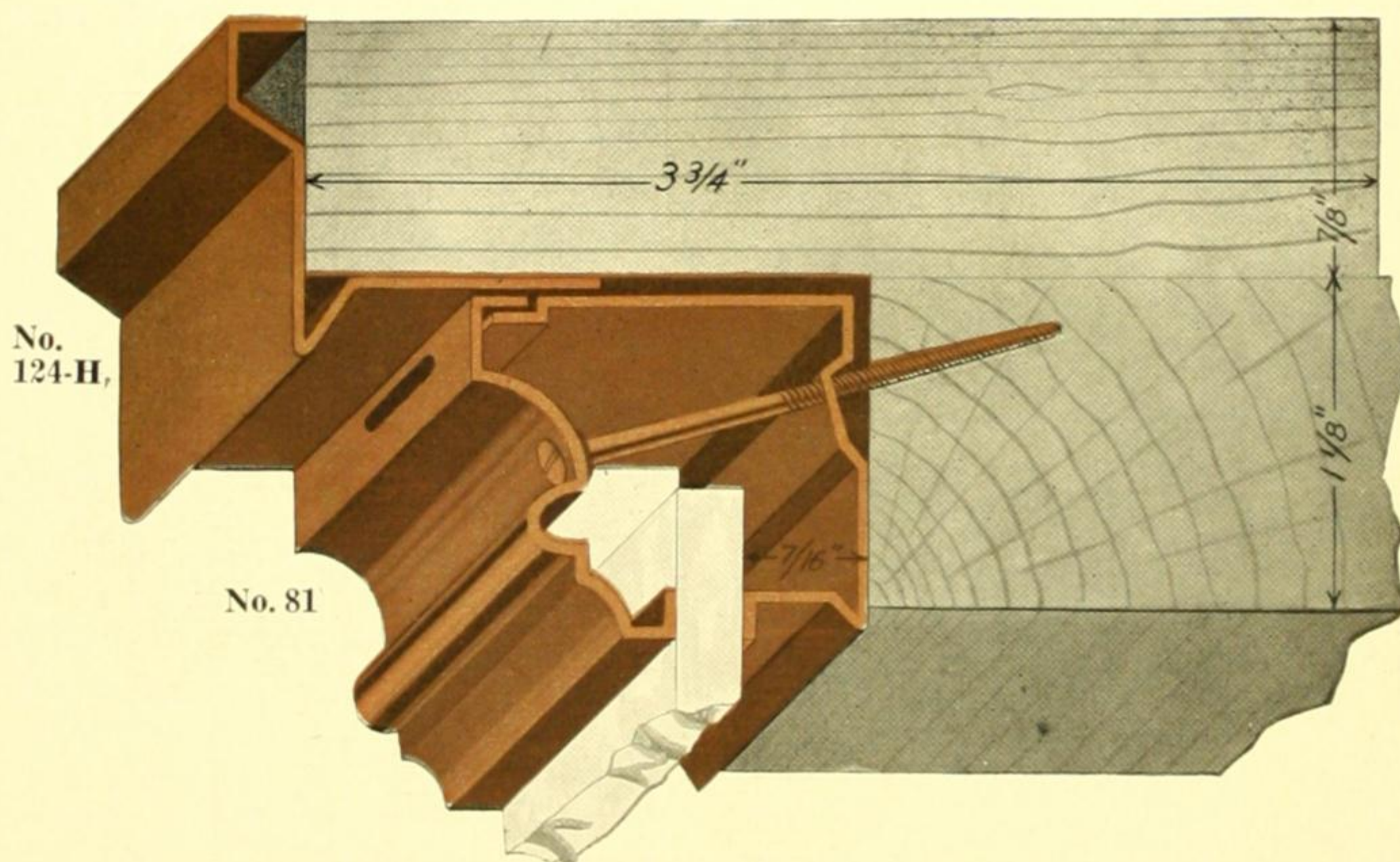
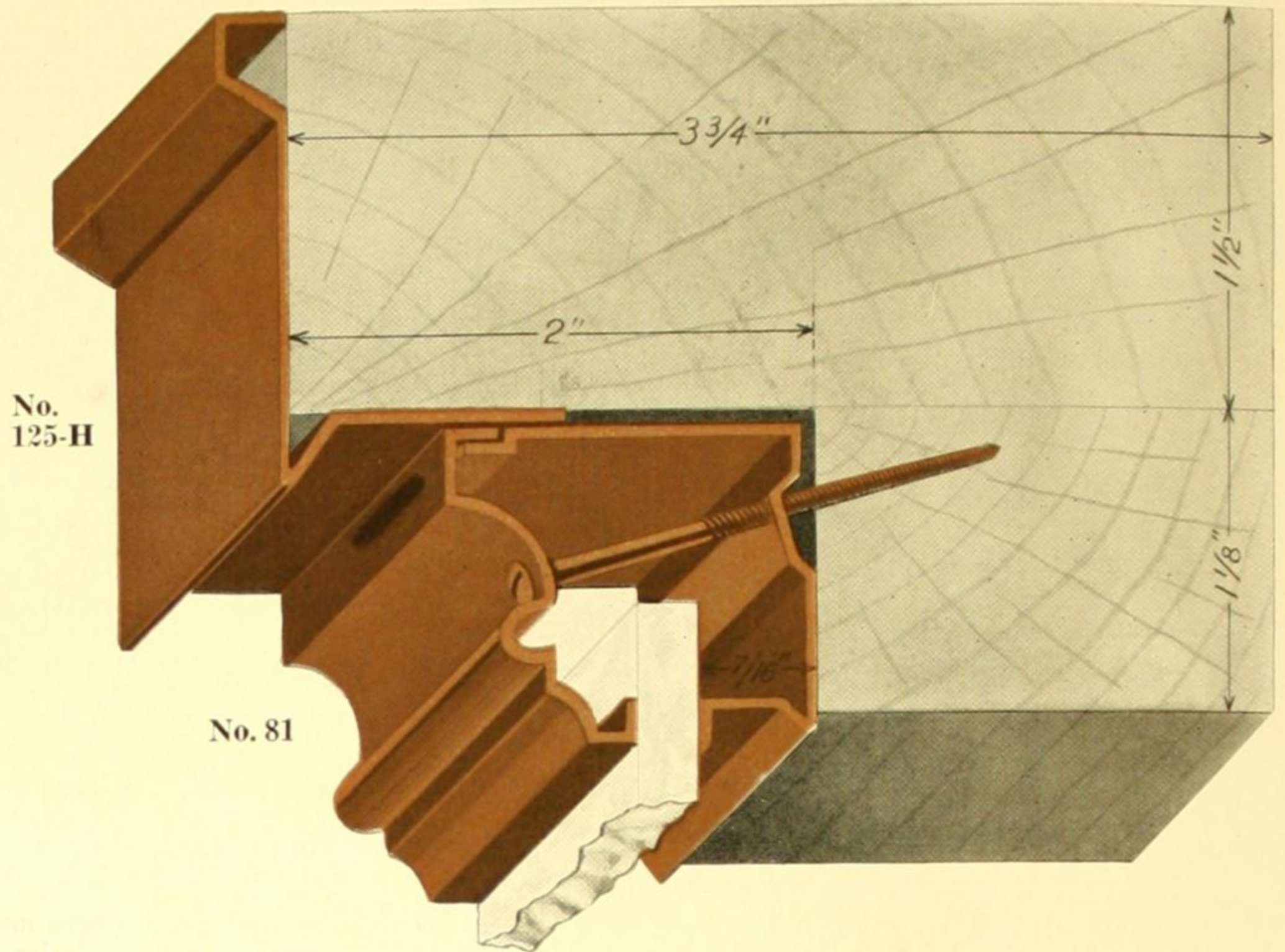
No. 122 Transom and No. 105 Soffit Covers can be furnished any length up to 20 feet.

NOTE—See half size details on page twenty-eight for other sizes of Transom bar covers.



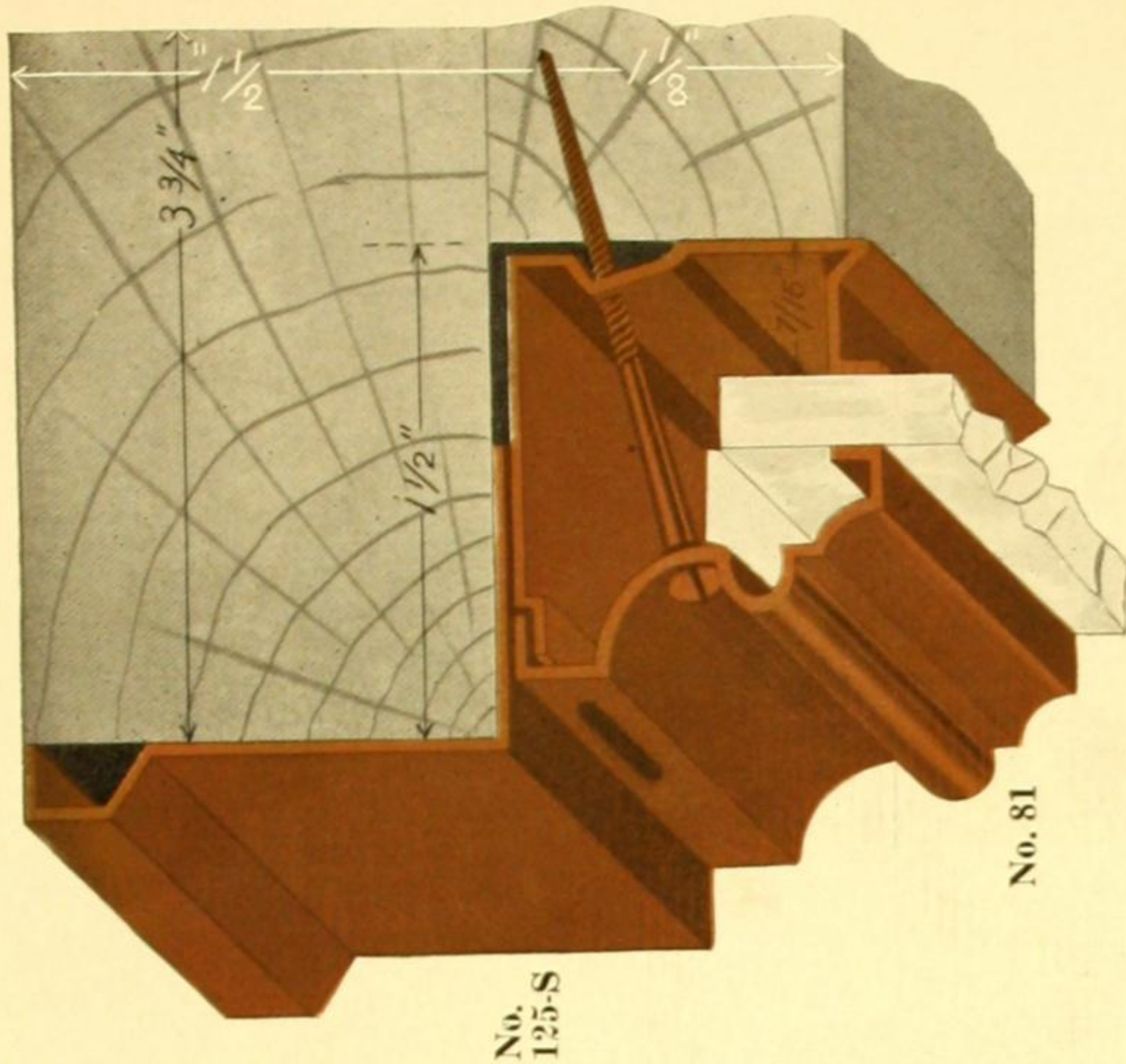
Showing construction using No. 125-H Head Jamb Cover with No. 81 Sash below, or at top of glass.

No. 125-H Head Jamb Cover is for head jambs $1\frac{1}{2}$ " thick, and is drawn from cold rolled copper of heavy gauge, and can be had in lengths up to 20 feet long.



Showing Construction using No. 124-H Head Jamb Cover with No. 81 Sash below, or at top of glass.

No. 124-H Head Jamb Cover is for head jambs $\frac{7}{8}$ " thick, and is drawn from cold rolled copper of heavy gauge and can be had in lengths up to 20 feet long.

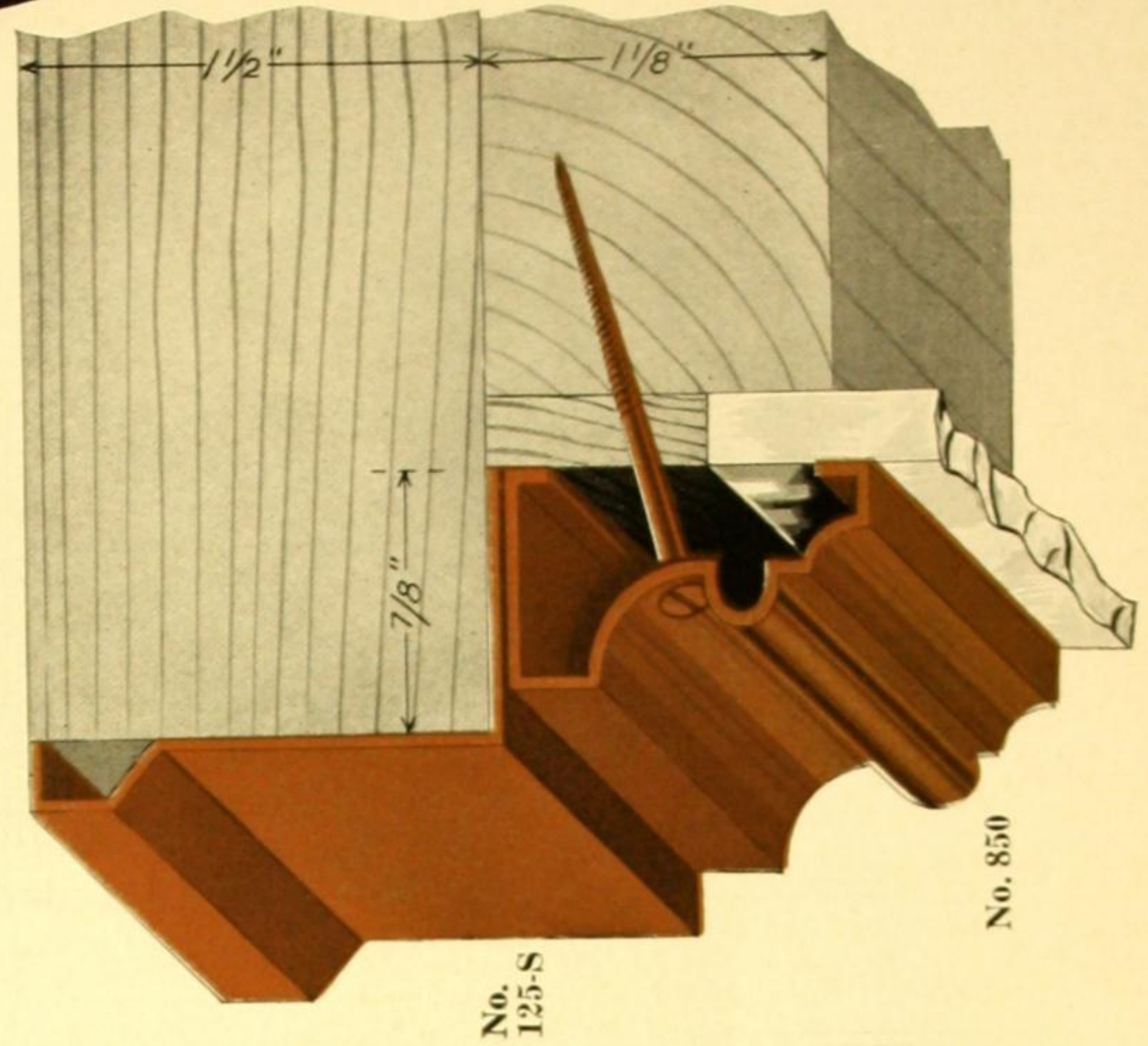


Showing Construction using No. 125-S Side Jamb Cover and No. 81 Sash at sides of glass.

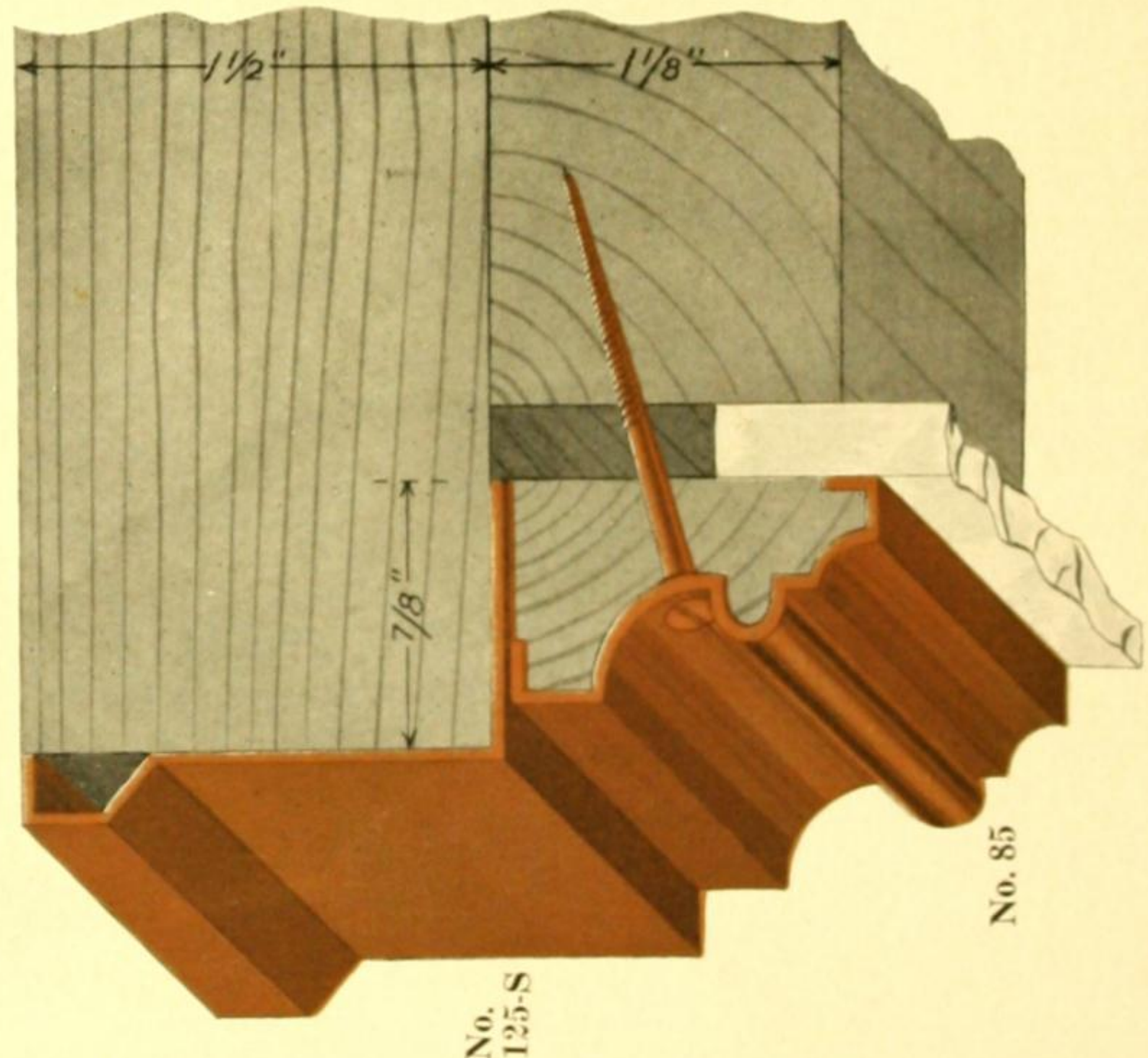
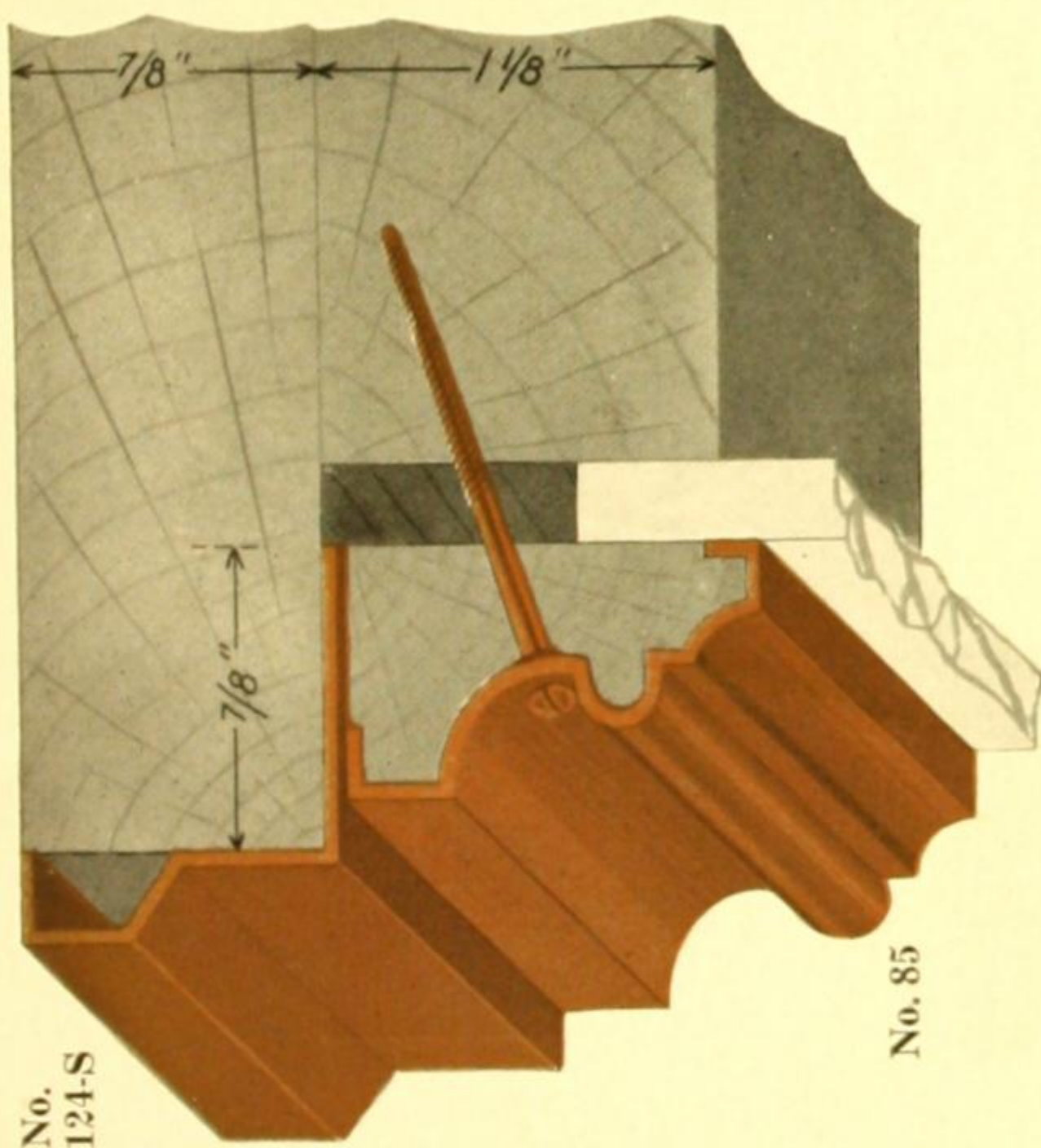
No. 125-S Side Jamb Cover is for side jambs $1\frac{1}{2}$ " thick, is drawn of cold rolled copper, and can be had in lengths up to 20 feet long.

No. 850 Hollow Metal Moulding is used at sides, top or bottom of glass where no ventilated sash is desired, or where a moulding of this nature is wanted. It can be furnished punched, or not punched with ventilation holes as desired. It is same shape and design as No. 81 Sash face plate, and is often used at sides and top of glass where No. 81 sash is used at bottom. Caps used for No. 81 Sash fit No. 850 Moulding. Drawn of cold rolled copper of heavy gauge and can be furnished in lengths up to 20 feet long.

NOTE:—Where No. 850 Hollow Copper Moulding, or No. 85 Copper Covered Kalamein Moulding are used it is necessary to install wood-work so the wood jamb on inside of window touches the glass on inside, and thereby acts as inside glass stop or jamb.



Showing Construction using No. 125-S Side Jamb Cover and No. 850 Hollow Metal Moulding.

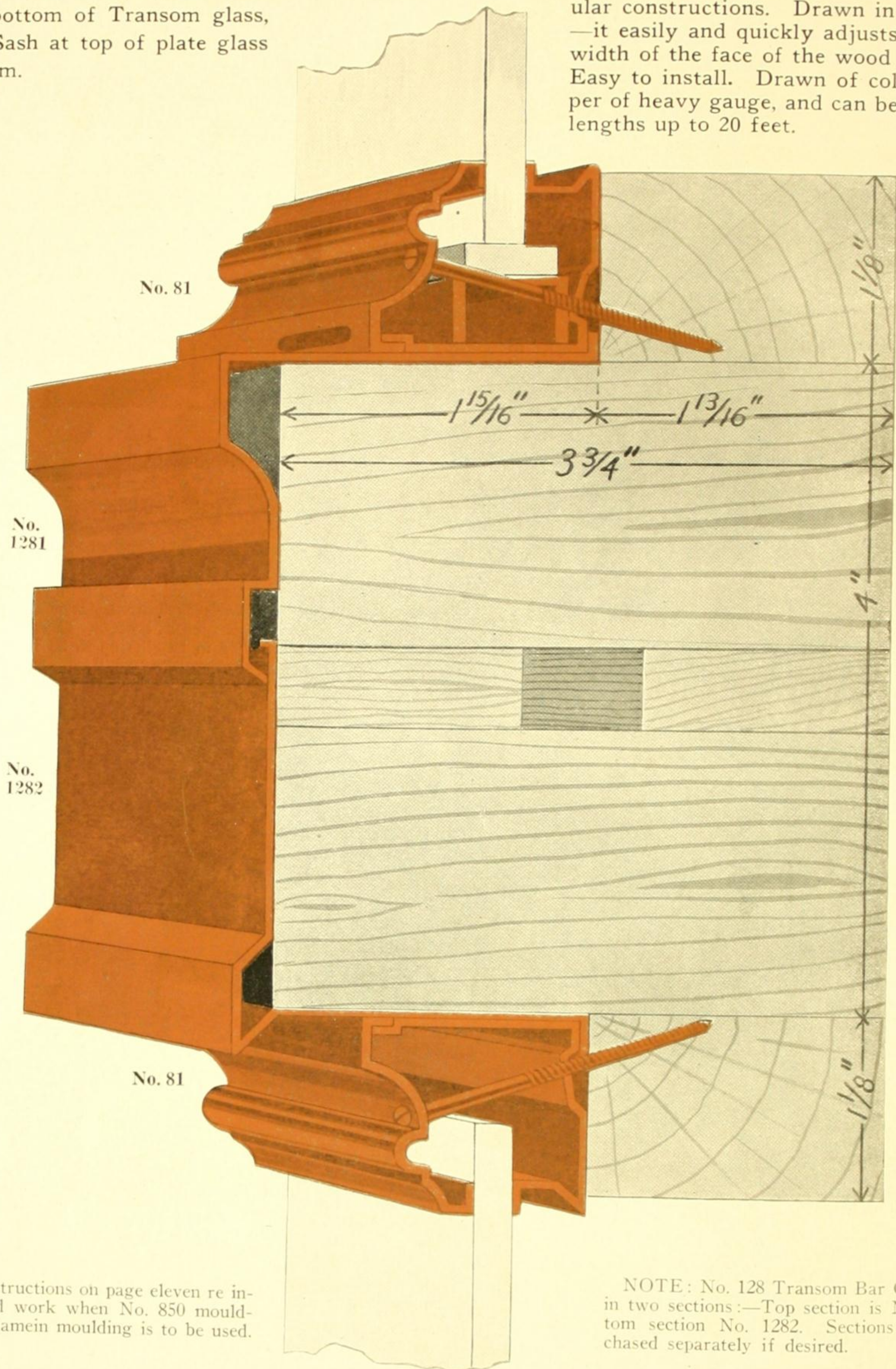


Showing Construction using No. 124-S and No. 125-S Side Jamb Covers with No. 85 Copper Covered Kalamein Moulding. No. 124-S Side Jamb Cover is used on side jambs $\frac{7}{8}$ " thick, is drawn of cold rolled copper of heavy gauge, and can be furnished in lengths up to 20 feet long.

No. 85 Copper Covered Kalamein moulding is used at sides and top of glass where a cheaper construction is wanted, or a moulding of this kind is desired. It is the same shape and design as No. 81 sash face plate and can be used in connection with it. No. 81 sash corner caps will fit No. 85 moulding.

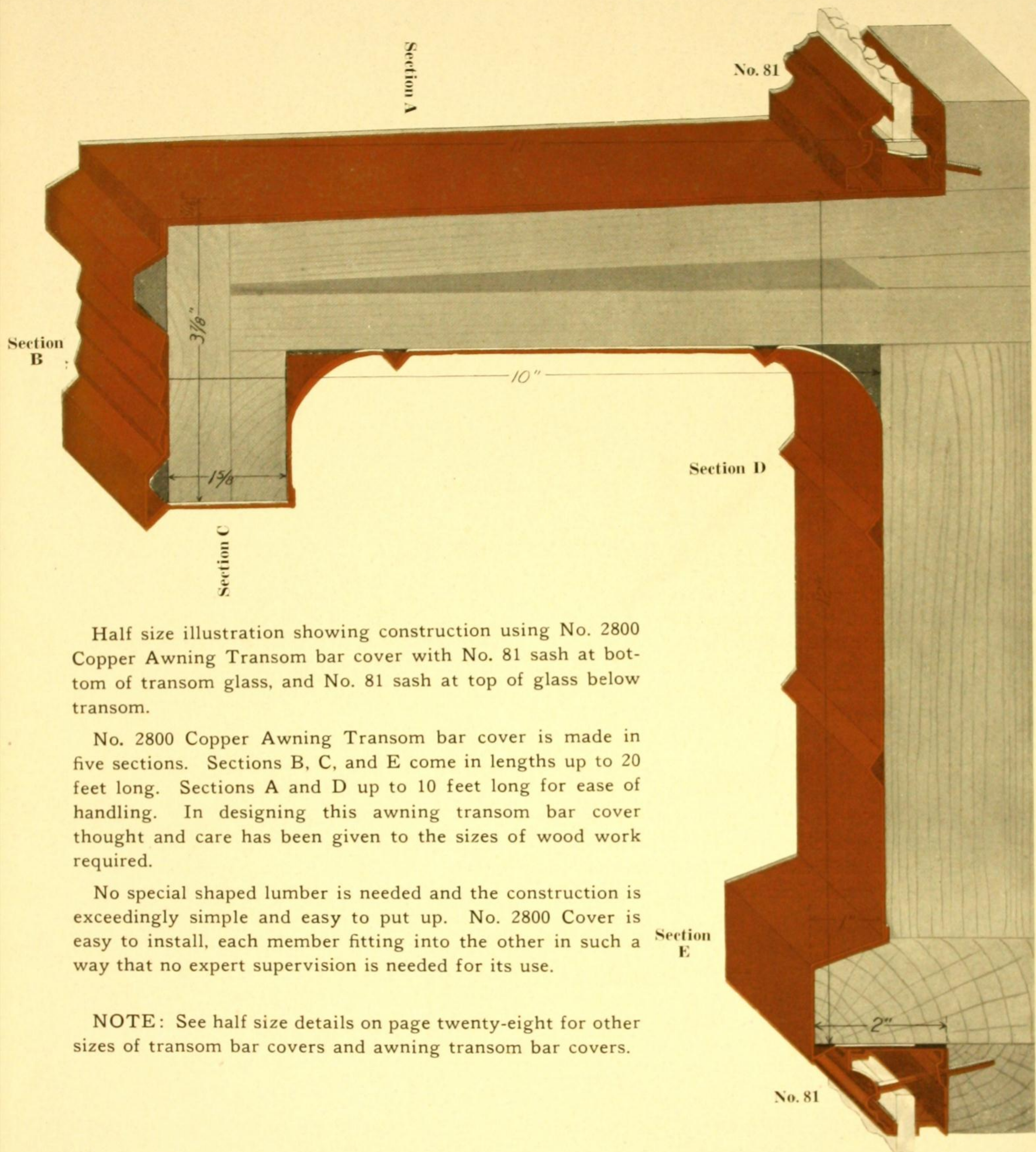
Showing Construction using No. 128 Transom Bar Cover (4") with No. 81 Sash at bottom of Transom glass, and No. 81 Sash at top of plate glass below transom.

No. 128 Transom Bar Cover for Transom bars 3" to 4" wide is one of our most popular constructions. Drawn in two sections—it easily and quickly adjusts itself to the width of the face of the wood transom bar. Easy to install. Drawn of cold rolled copper of heavy gauge, and can be furnished in lengths up to 20 feet.



NOTE: See instructions on page eleven re installation of wood work when No. 850 moulding or No. 85 Kalamein moulding is to be used.

NOTE: No. 128 Transom Bar Cover is made in two sections:—Top section is No. 1281, bottom section No. 1282. Sections can be purchased separately if desired.



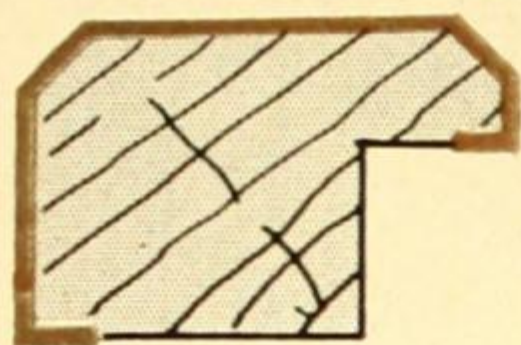
Half size illustration showing construction using No. 2800 Copper Awning Transom bar cover with No. 81 sash at bottom of transom glass, and No. 81 sash at top of glass below transom.

No. 2800 Copper Awning Transom bar cover is made in five sections. Sections B, C, and E come in lengths up to 20 feet long. Sections A and D up to 10 feet long for ease of handling. In designing this awning transom bar cover thought and care has been given to the sizes of wood work required.

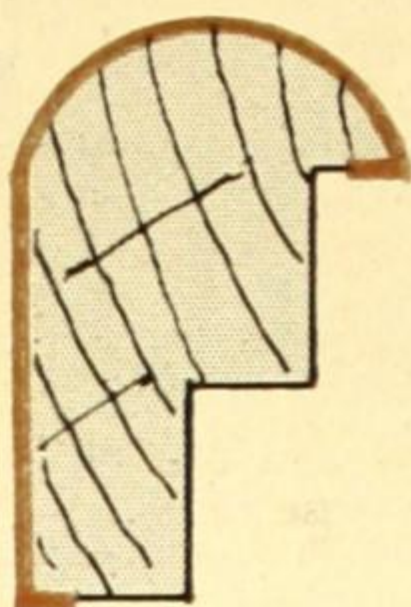
No special shaped lumber is needed and the construction is exceedingly simple and easy to put up. No. 2800 Cover is easy to install, each member fitting into the other in such a way that no expert supervision is needed for its use.

NOTE: See half size details on page twenty-eight for other sizes of transom bar covers and awning transom bar covers.

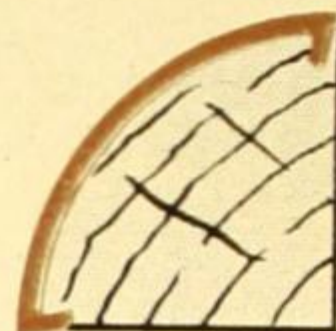
KALAMEIN MOULDINGS



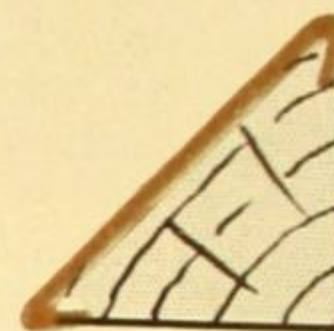
No. 16 Frame moulding



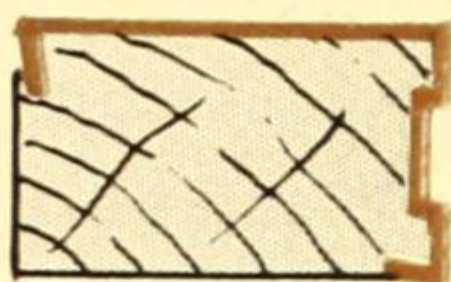
No. 15 Frame moulding



No. 14 Glazing or panel moulding



No. 14-B Glazing or panel moulding



No. 286 Glazing or panel moulding



No. 17 Glazing or panel moulding



No. 18 Glazing or panel moulding

KALAMEIN MOULDINGS

"Desco" Kalamein mouldings are the finest and best on the market. The knowledge gained from years of experience in the manufacturing of this material is shown in the excellence of the lumber and material used, its waterproofing, and the clean cut way the metal coverings are attached. All de-

tails are sharp and mouldings are straight, clean and true to size. They can be had in Plain or Polished Copper, Brass, Bronze German Silver and in almost any finish. Drilled and countersunk, and screws furnished optional.

BRAKE MOULDINGS

Special sizes and shapes of brake mouldings for use as odd sized or specially designed sill covers, transom bar covers, side and head jamb covers, mullion covers, etc., can be furnished in any length up to 10 feet long.

16 oz. cold rolled copper is used in their manufacture, and care is used in following instructions as to shape, size and design. Always send sketch with all dimensions and sizes clearly shown when ordering special shapes.

KICK PLATES AND PUSH PLATES

are furnished in 16 B. and S. Gauge solid brass, square edges, drilled, countersunk and screws furnished.

THRESHOLDS

Solid brass, extruded, corrugated top. Three sizes, 4", 5" and 6", cut to size, drilled, countersunk and screws furnished. See half size details page twenty-seven.

A FEW SUGGESTIONS FOR YOUR NEW STORE FRONT ARE SHOWN ON FOLLOWING PAGES

In designing a store front there is one fundamental which must be kept in mind—every store should have a front designed to fit its particular requirements. It should be distinctive, it should be individual.

On every business street there are too many fronts of similar design and appearance. Thousands of retailers have made the investment, but apparently have proceeded without giving the matter enough thought. You will find butchers, jewelers, florists, and milliners all trying to display their merchandise in fronts of the same size, the same shape and same construction.

It costs no more to build a distinctive front than one of the common type.

Always plan an attractive entrance; make it easy for people to enter and leave the store. Put in doors large enough for the passage of baby carriages. Insist that ample floor space (depth) be given over to the store front to make room for display spaces of sufficient size to properly show the merchandise. (Remember, the most valuable space in the entire building is that part taken up by the show windows.)

Be sure the bulkhead (from window sill to sidewalk) is not too high for the furniture store, or too low for the store selling jewelry or shoes. There are many other important features explained below.

Design "A" Page 18. This type is popular among retailers of drugs, jewelry, clothing, haberdashery, shoes, millinery, hardware, automobile accessories, sporting goods and other merchandise of comparatively small size. In this type there are practically four separate display compartments, making it possible to segregate the various lines. This particular drawing shows a width of 20 feet, however the same general layout can be carried out up to 40 feet wide. If the front is of greater width than 20 feet it is well to use island show cases such as "M". Designs "C", "I" and "K" are modifications of Design "A", with changes to meet certain requirements. For most merchandise the bulkhead should be about 18 in. high. In the case of jewelry and shoes the bulkhead should be no lower than 24 in.

Design "B" Page 18. In recent years great strides have been made in the development of the so-called arcade store fronts. Of this style we show here Designs "B", "D", "F", "H", "L", "M" and "Q". This style is generally adopted by department stores, large clothing stores and stores handling ready-to-wear garments. Particular care should be exercised in designing this type of front. Be sure to allow ample space between island cases and the show window proper. That opening immediately in front of the store door should not be less than 4 feet. 2 ft. 6 in. is about as narrow as island cases should be built. The height of the bulkhead depends, of course, upon the kind of merchandise displayed. 18 inches is a safe average height. Plate and transom glass heights also depend upon the kind of merchandise and the overall height of the opening from sidewalk to I-beam. The basic idea of this type of front is to cause people to walk inside the store front and there, without being jostled, take their time looking around.

Design "C" Page 18. The general features of the front are explained under Design "A".

Design "D" Page 18. See Design "B".

Design "E" Page 19. For stores of narrow width this style is most commonly used. Design "E" has a deep entrance and lends itself to the attractive display of shoes or jewelry. A 3 ft. 6 in. door is generally adequate for such fronts. In some instances the display compartments are made very narrow, leaving a wide and inviting entrance-way. Local conditions determine such points. Design "G" is similar to "E" but not as deep. Cigar stores, small stores handling haberdashery

and jewelry stores by properly trimming their windows have made this style of front very attractive. Distinctiveness can be gained by the bulkhead, transom glass, window panels, etc.

Design "F" Page 19. See Design "B".

Design "G" Page 19. See Design "E".

Design "H" Page 19. See Design "B".

Design "I" Page 20. See Design "A".

Design "J" Page 20. The theory of this design is much like the idea of the arcade front—to enable people to inspect merchandise on display without being jostled or otherwise disturbed. The measurements shown here give a general idea of good practice. This design also includes an upstairs entrance. Design "L" is an elaboration of "J" with the introduction of an island show case.

Design "K" Page 20. See Design "A".

Design "L" Page 20. See Design "J" and "B".

Design "M" Page 21. See Design "B".

Design "N" Page 21. This has the added advantage of two doors with display space between. With a width of only 30 feet this style of front possesses unusual attractiveness. The two major windows are 5 ft. 6 in. wide by 11 ft. deep, suitable for clothing, hardware, ladies' ready-to-wear, and merchandise of that character. One requisite in this type of front is the wide angle of the two front corners of the small window between the doors. Avoid congestion at door-ways.

Design "O" Page 21. See Design "A". In addition to the regular features of this style the space in the front can be used to advantage in displaying furniture, stoves and other large articles.

Design "P" Page 21. See Design "N". Note double-acting doors and construction of the back of case between doors.

Design "Q" Page 22. See Design "B". This shows a very practical method of handling the stairway without sacrificing street frontage space.

Design "R" Page 22. Here is shown a practical layout for a corner location. The depth of the display windows depends upon nature of merchandise to display. The Designs "W" and "Y" show other methods of treating corner store fronts. Design "Y" has the advantage of the island case. Be sure to allow at least 5 ft. clearance for entrance between display cases.

Design "S" Page 22. A simple way to handle a single display window and upper floor stairway. Designs "T", "U" and "V" are similar in style. Ordinarily it is preferable to build the corner of the window at about 105 degree angle instead of 90 degrees to allow more space in entrance.

Design "T" Page 22. See Design "S".

Design "U" Page 22. See Design "S".

Design "V" Page 23. See Design "S".

Design "W" Page 23. See Design "R".

Design "X" Page 23. A well designed style for narrow stores with upper stairway. While the two display windows are not large they meet the requirements of most stores of this size.

Design "Y" Page 23. See Design "R".

Design "A-A" Page 24.

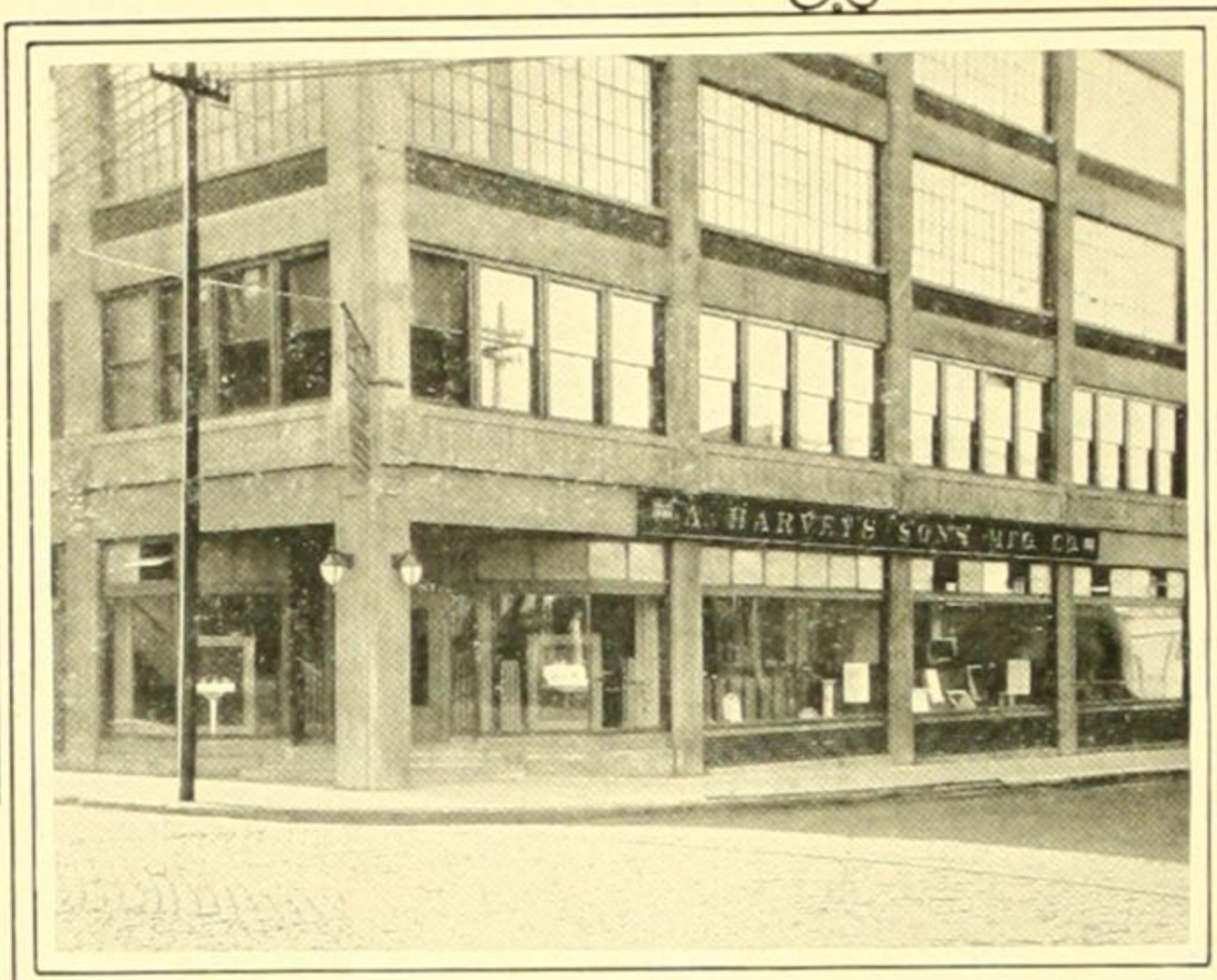
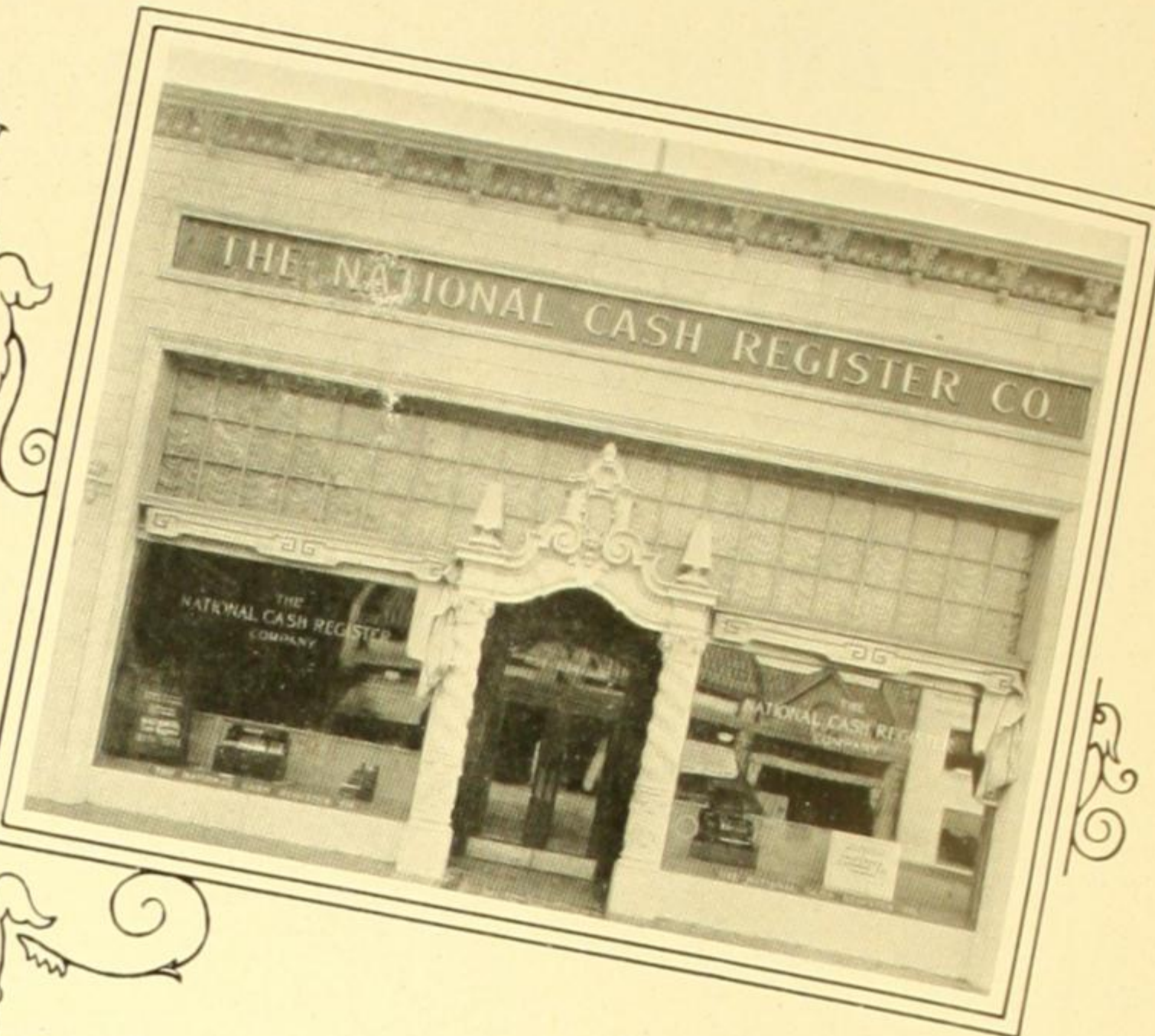
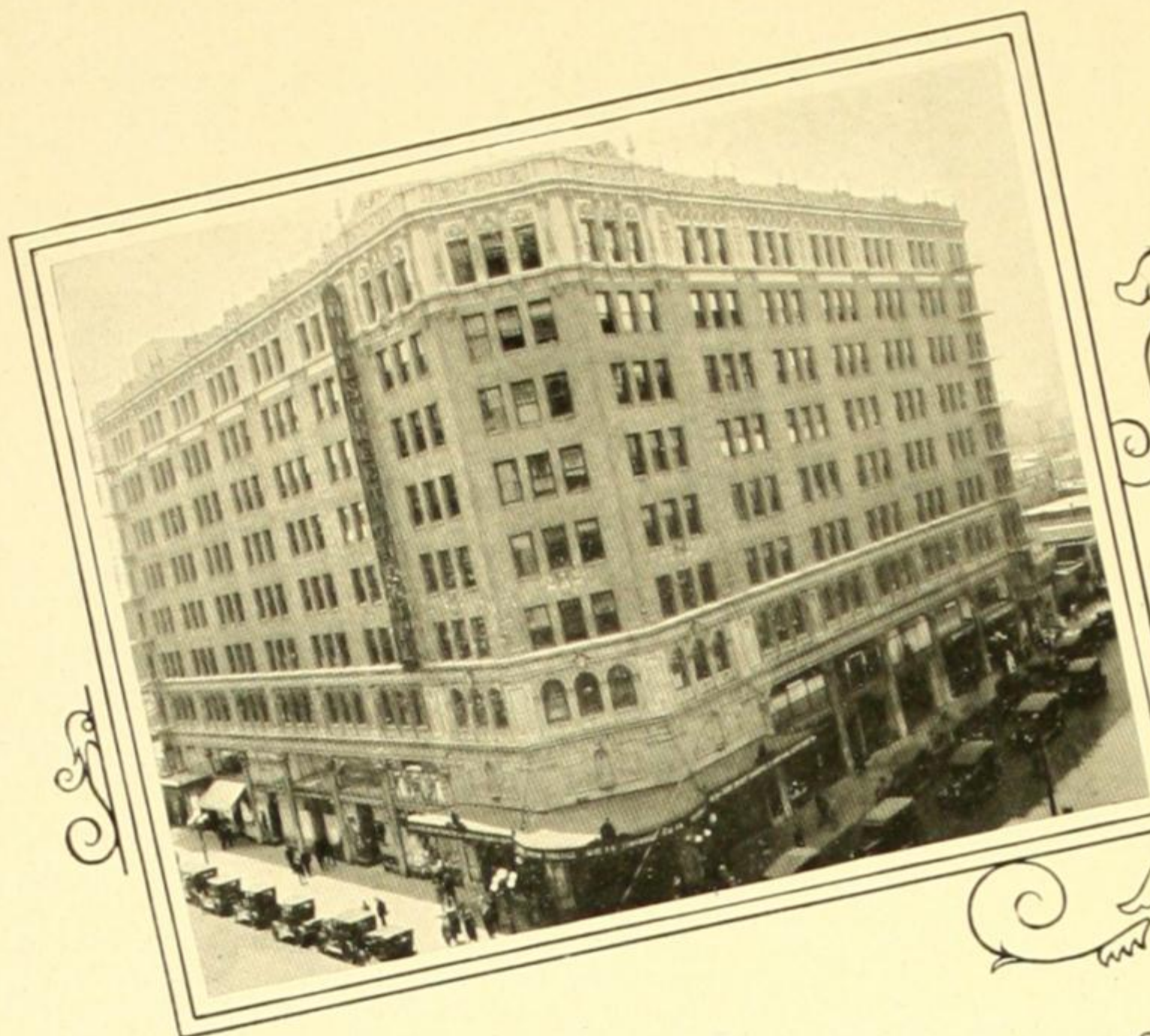
Design "B-B" Page 24.

Design "C-C" Page 24.

Design "D-D" Page 24.

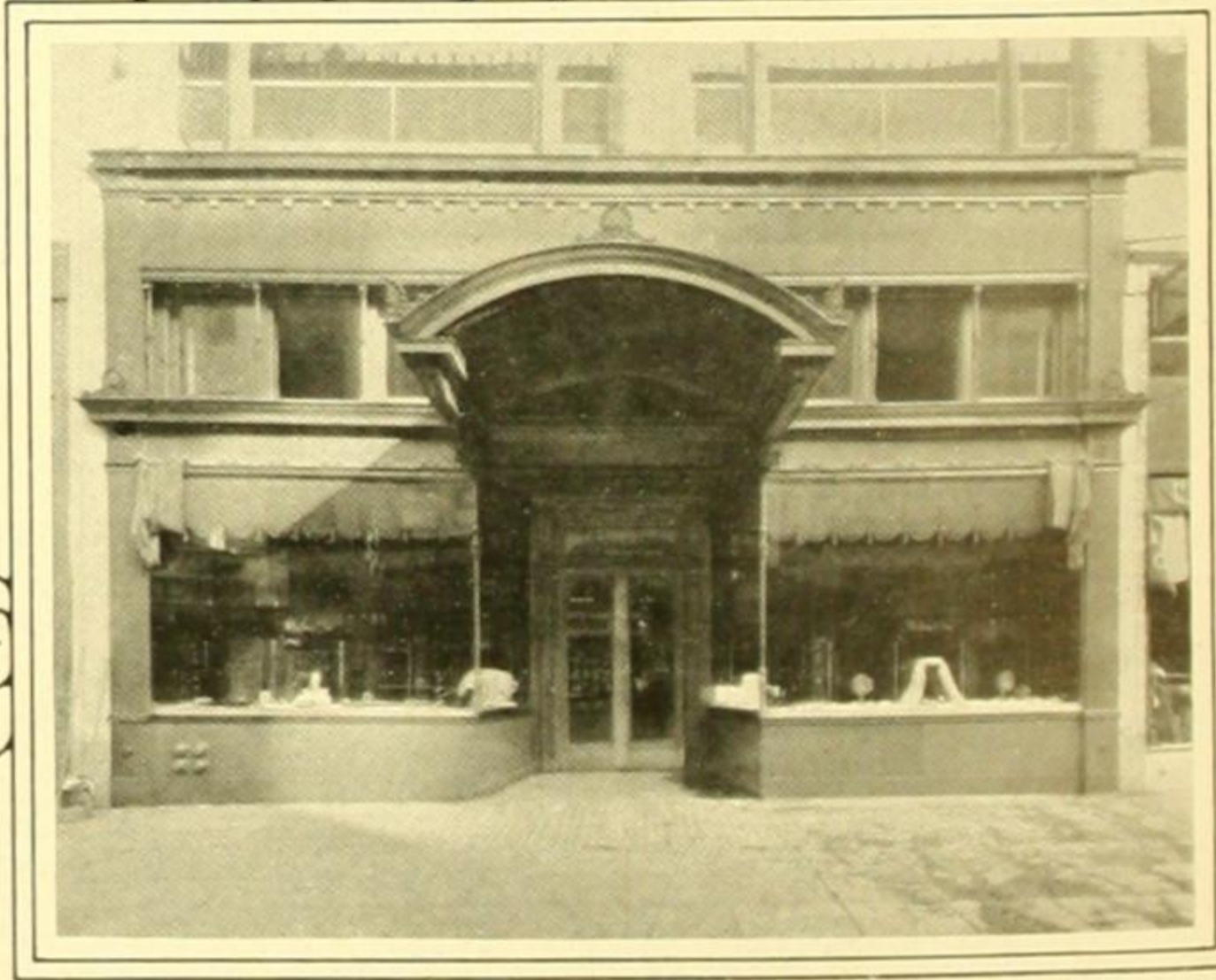
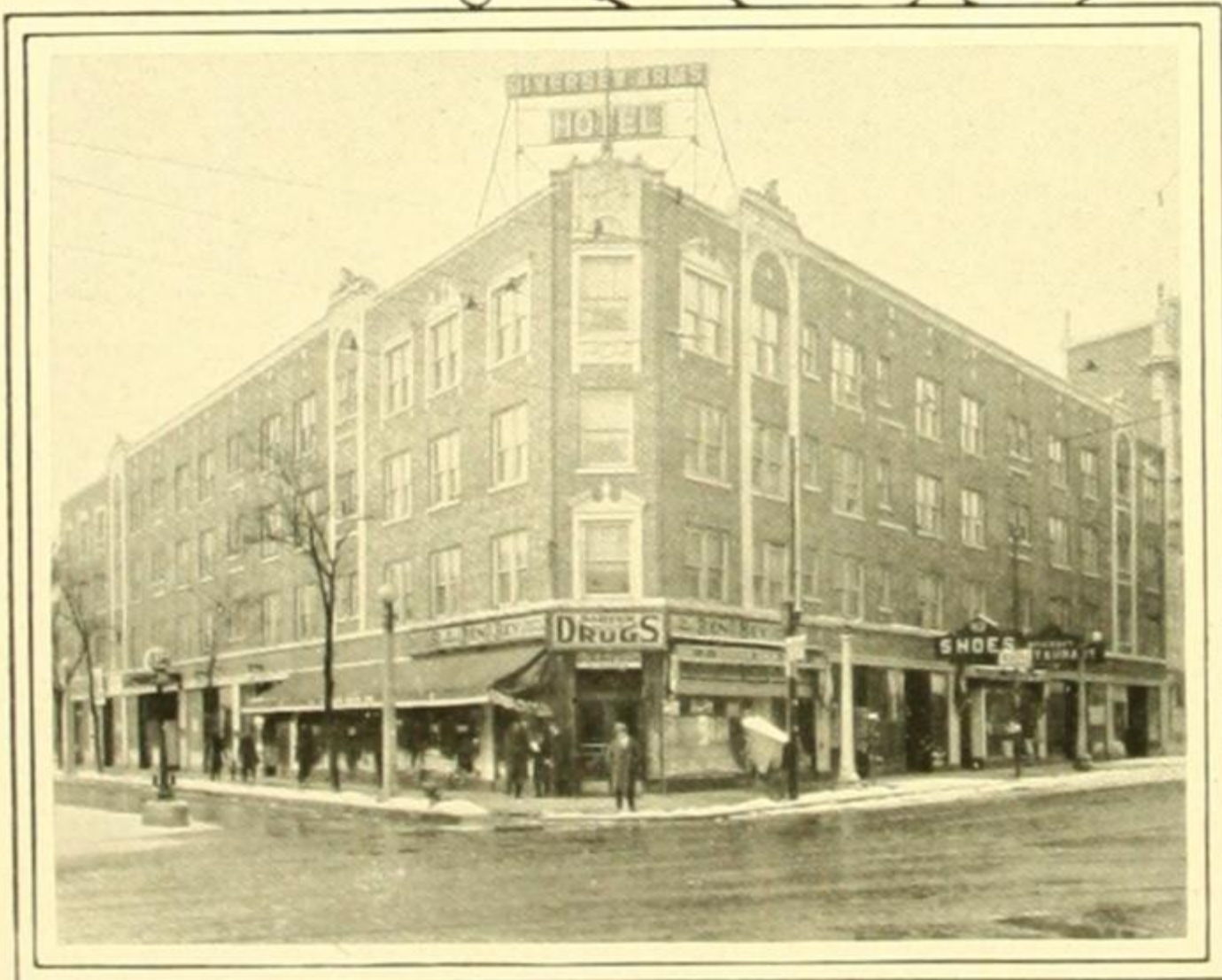
In every city and town there is a big opportunity for the installation of "Desco" fronts in garages. Motor car dealers are keen merchandisers and understand the desirability of attractive display and salesrooms. Many of them feature the sale of accessories which also emphasizes the need for proper window displays. The above designs will serve as suggestions of modern garage fronts and while these may not be the exact sizes you require, the proportions shown will be of assistance to you.

Desco



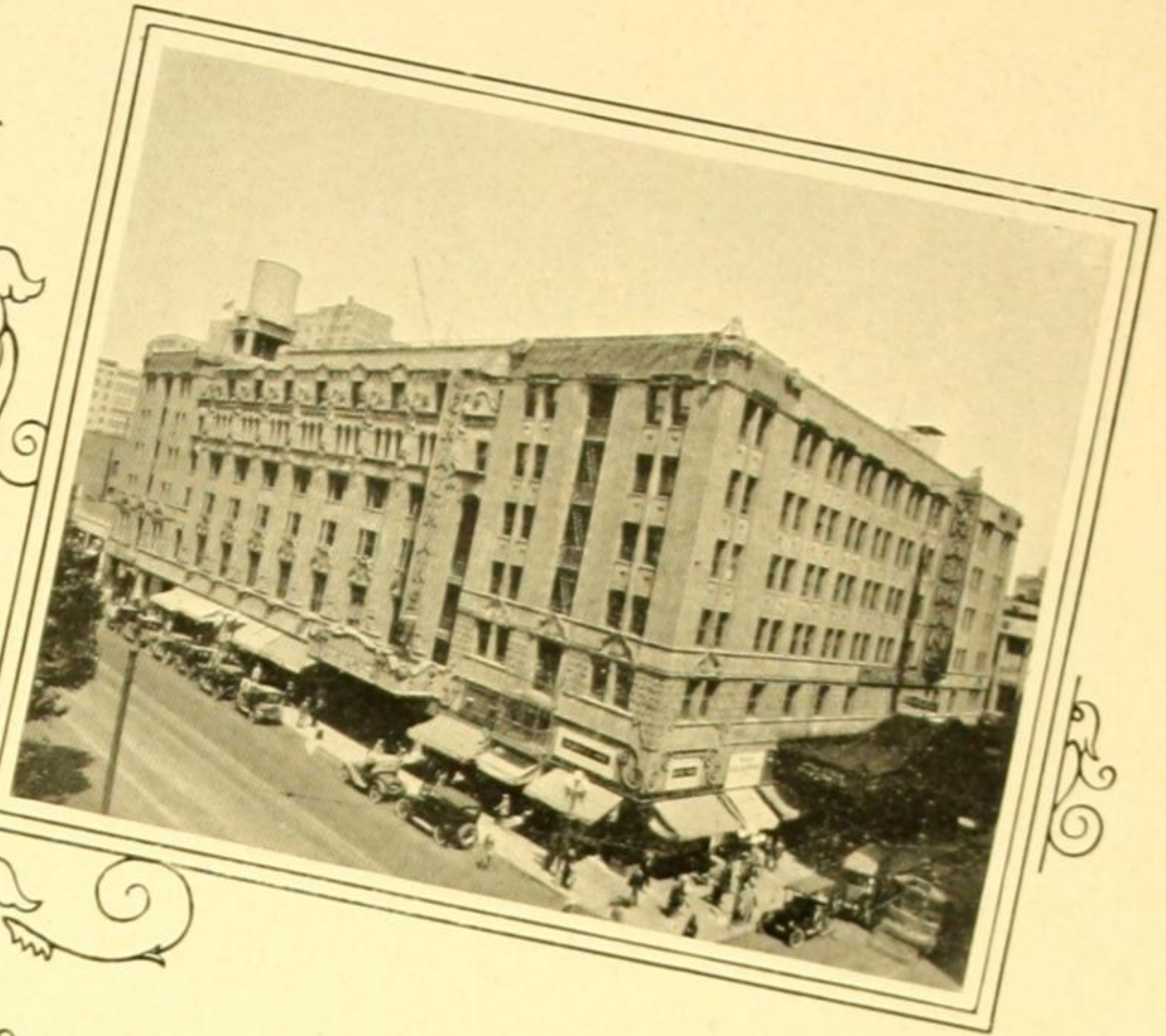
Des

*Store Fronts and
Successful Merchants*



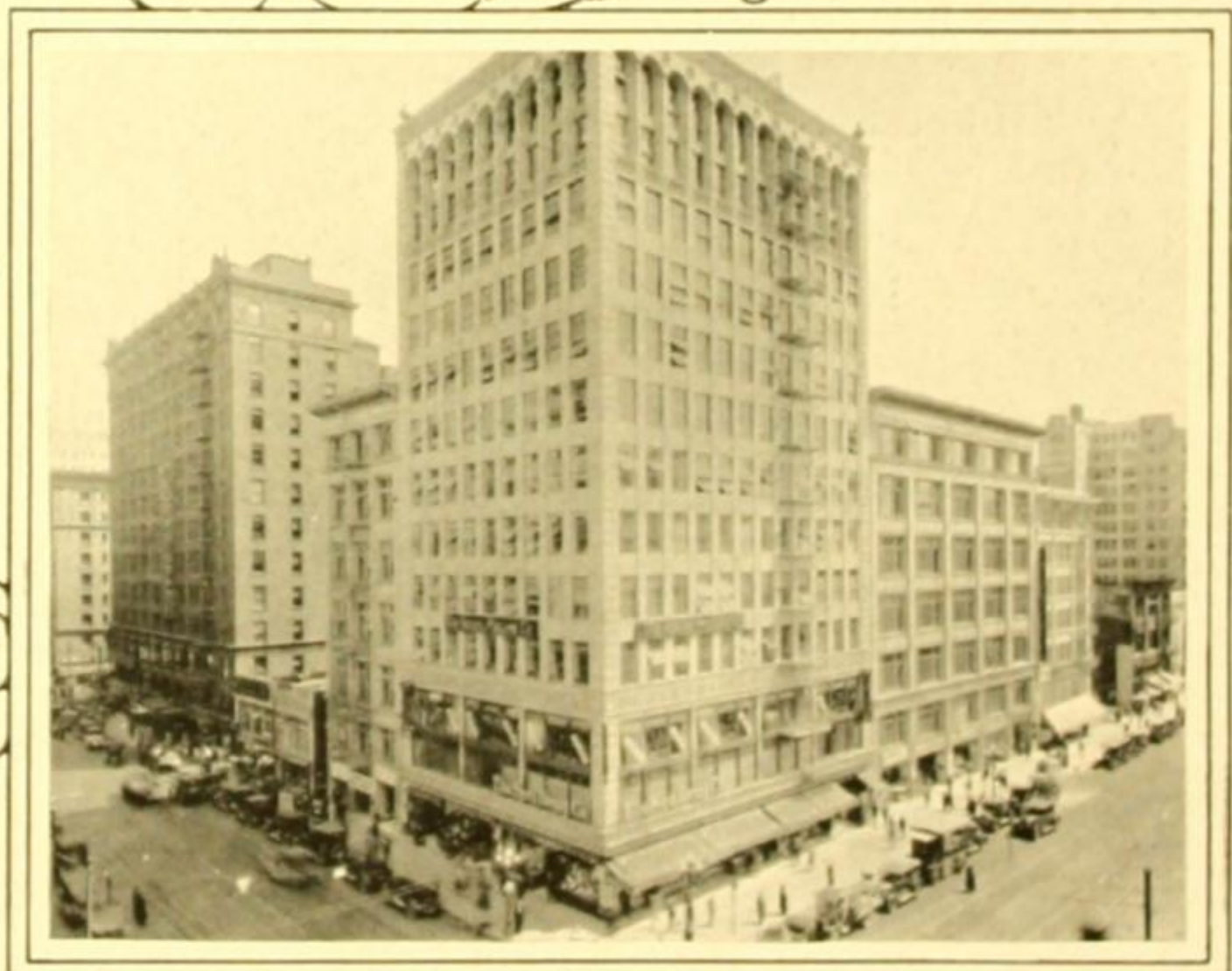
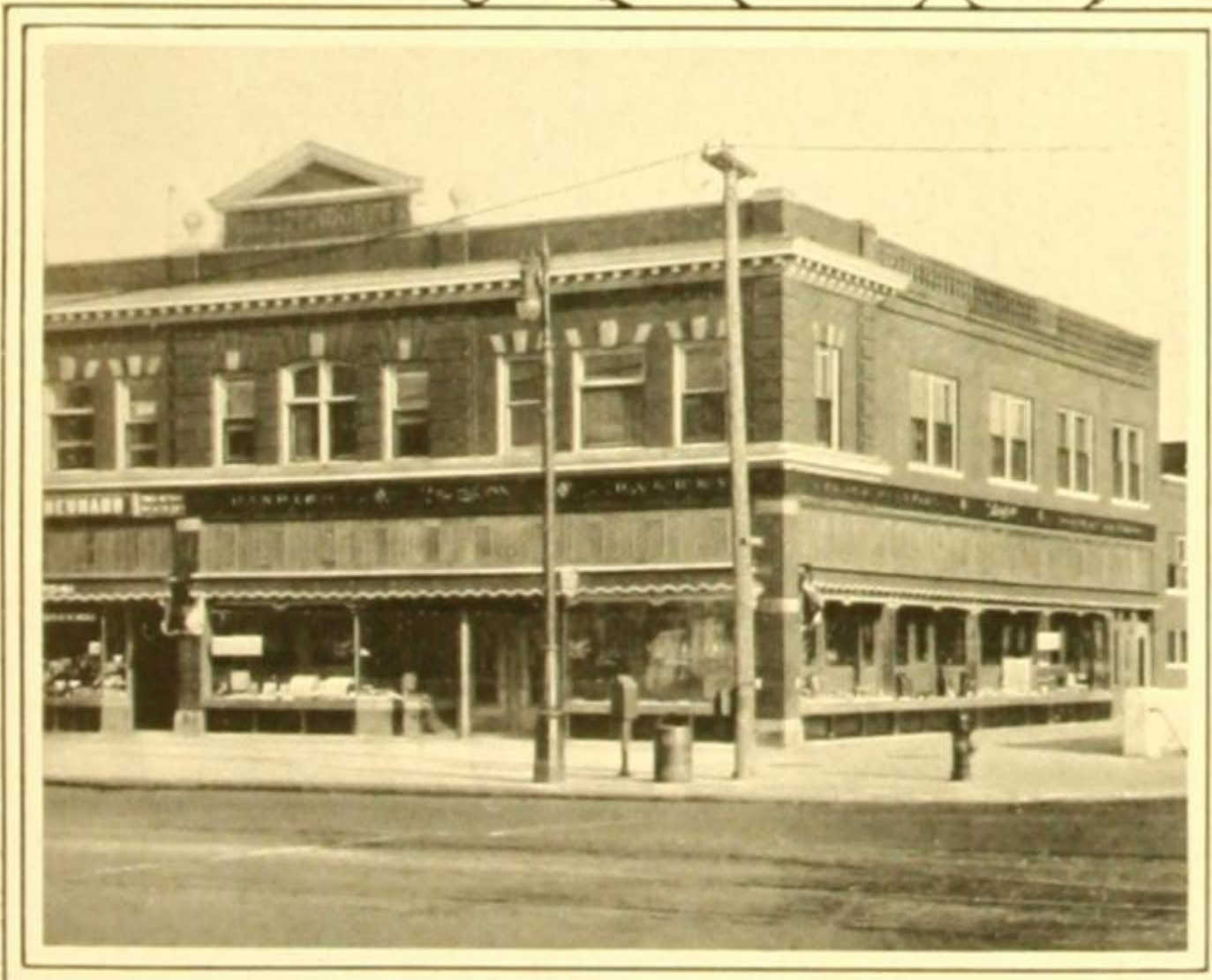
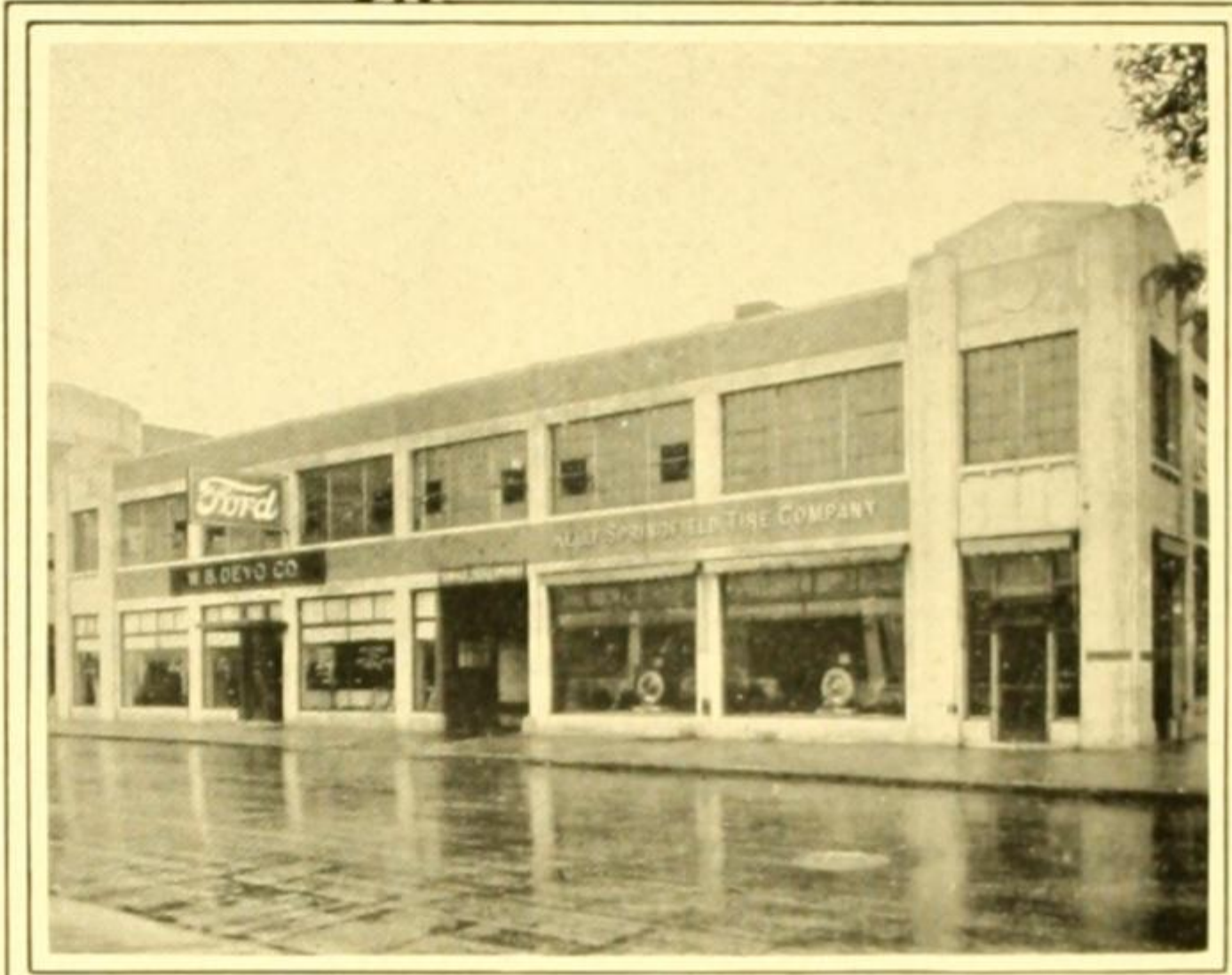
DETROIT SHOW CASE COMPANY

Desco

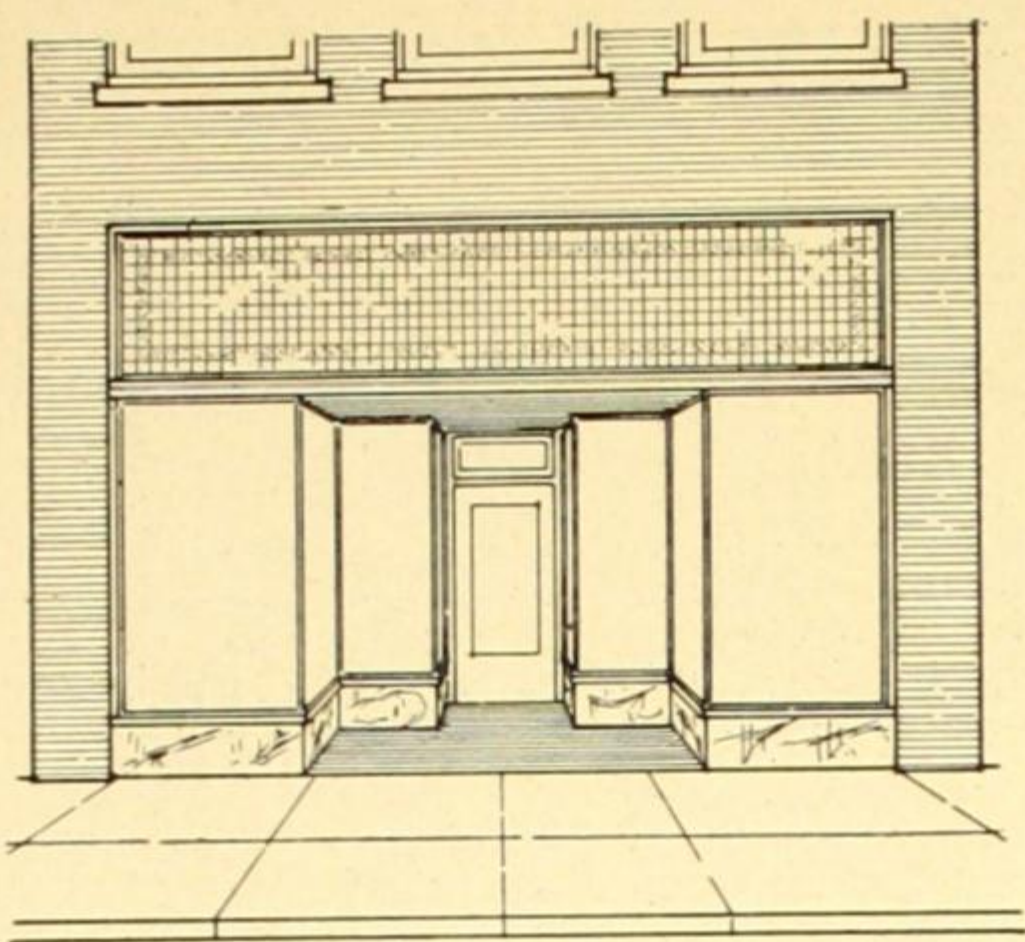


Desco
METAL

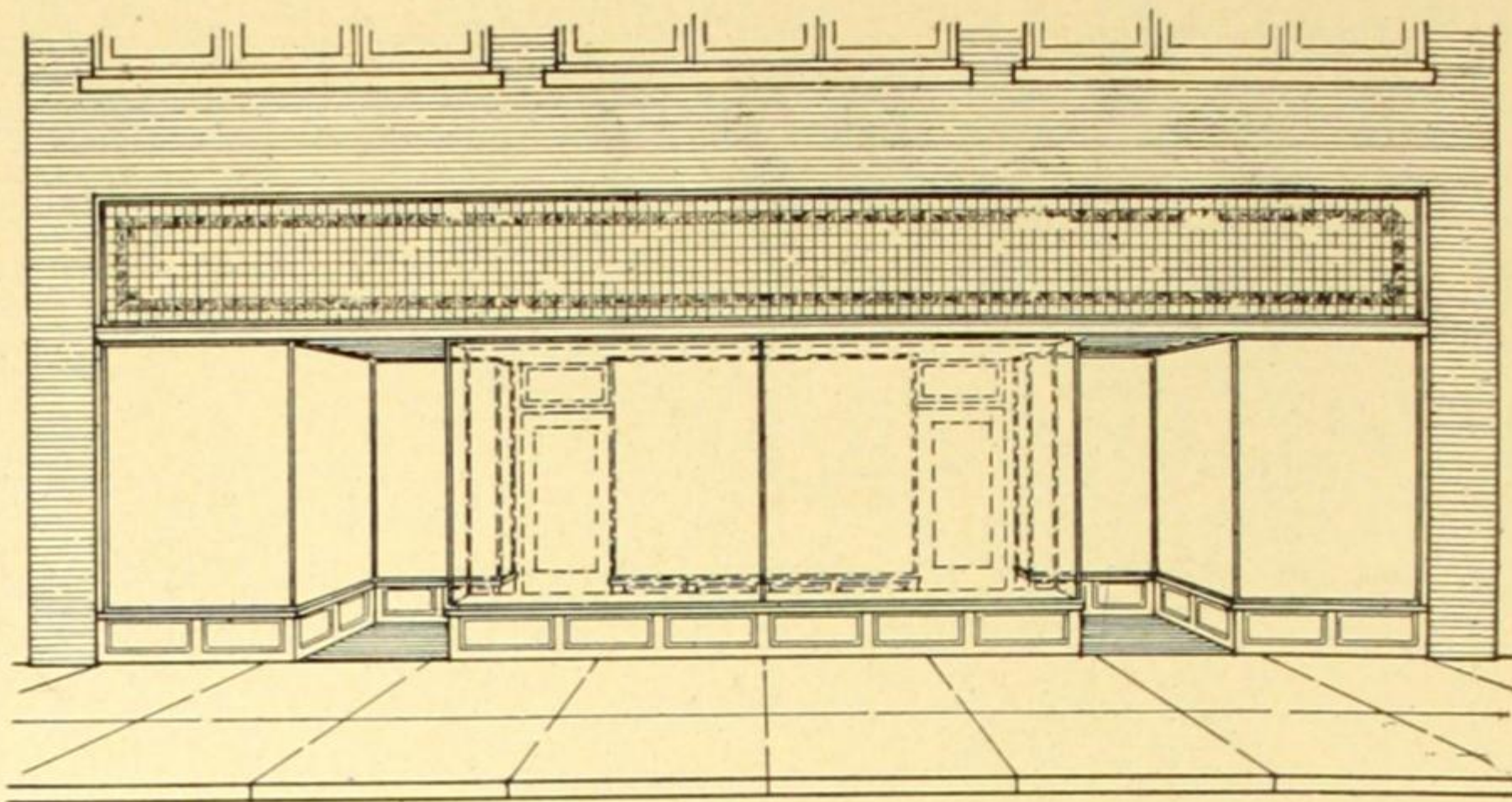
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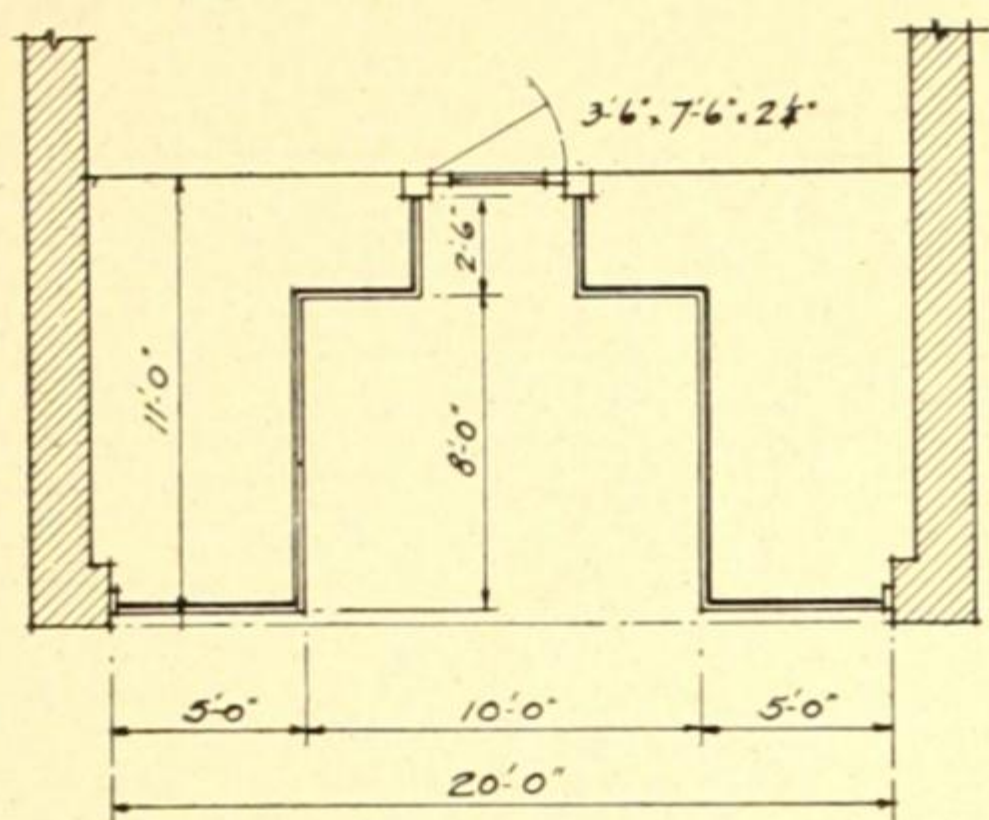
DETROIT SHOW CASE COMPANY



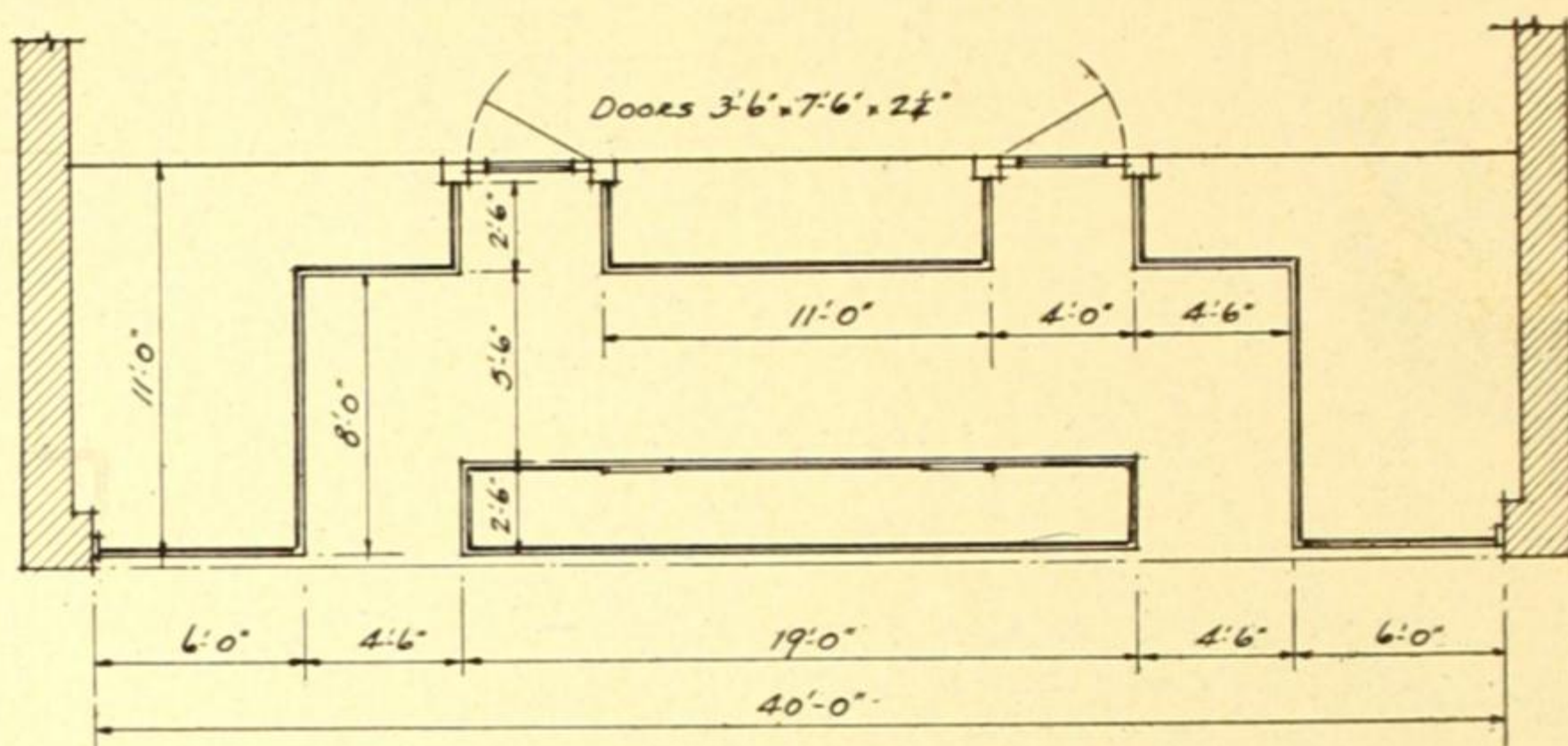
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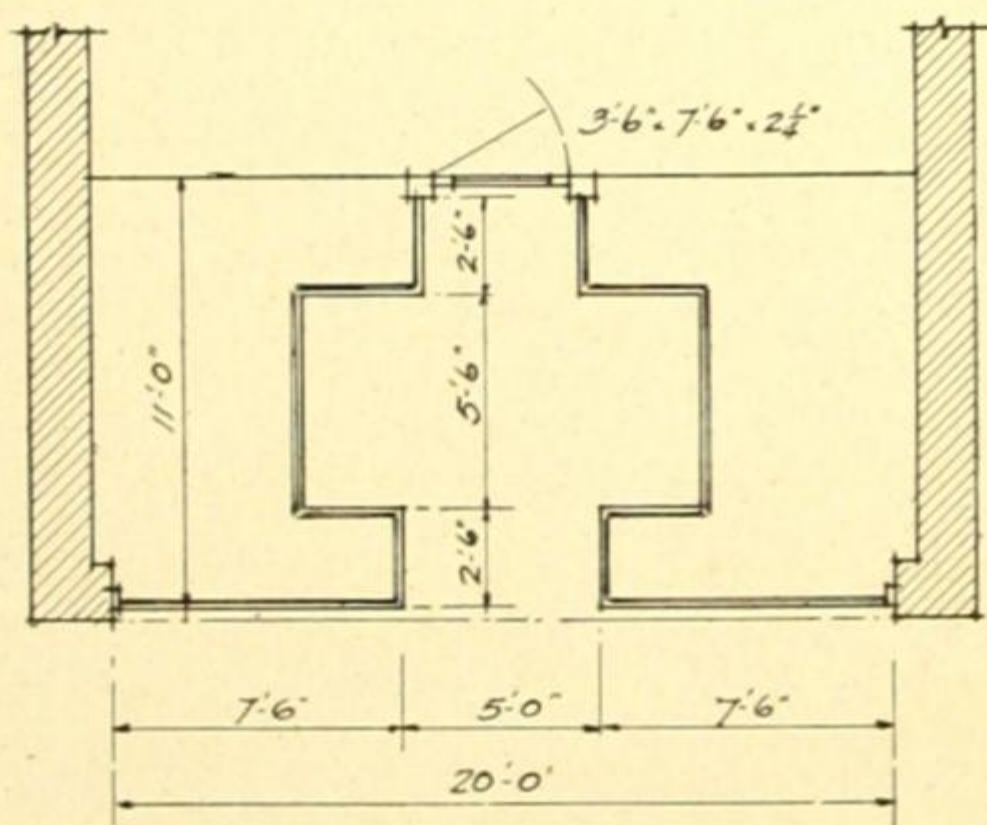
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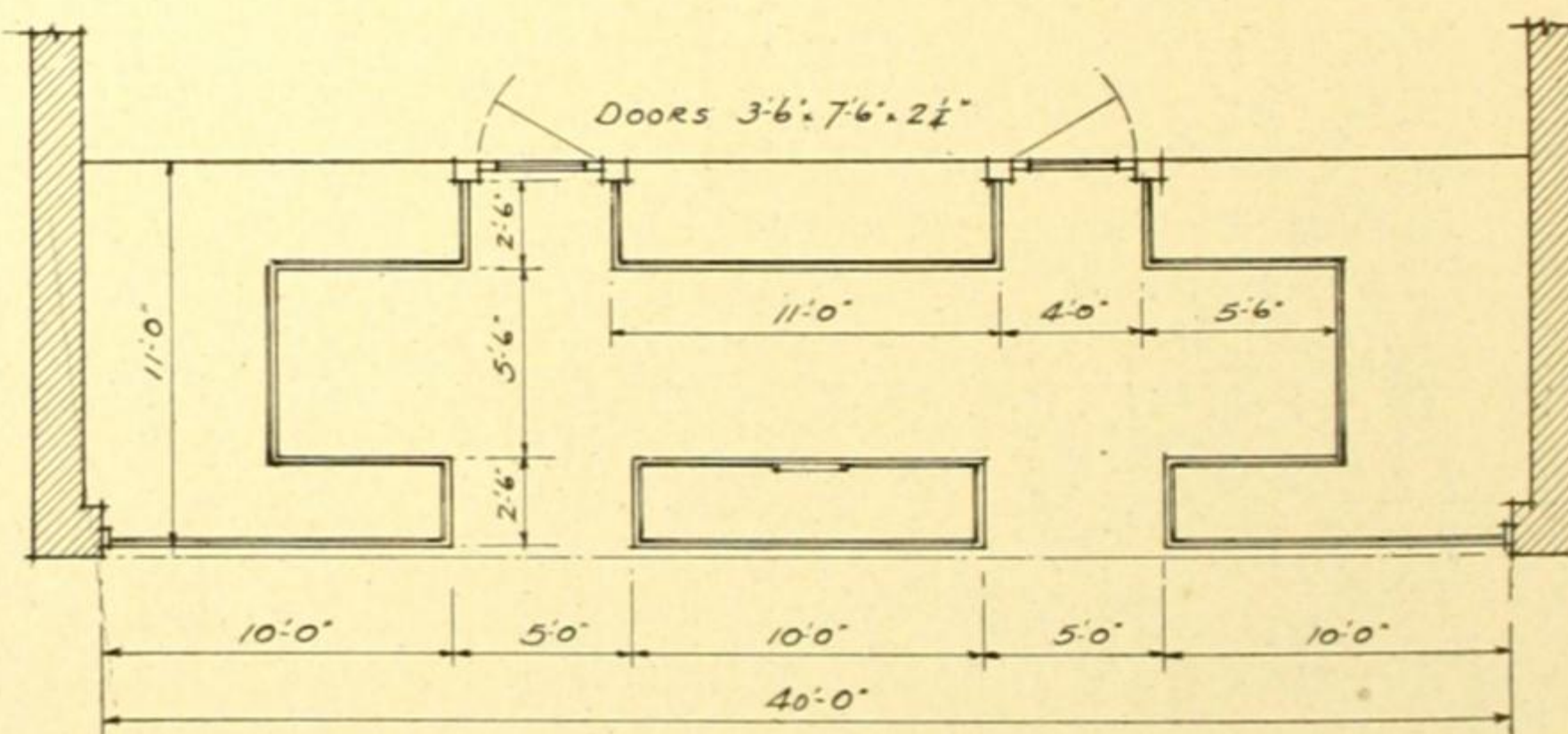
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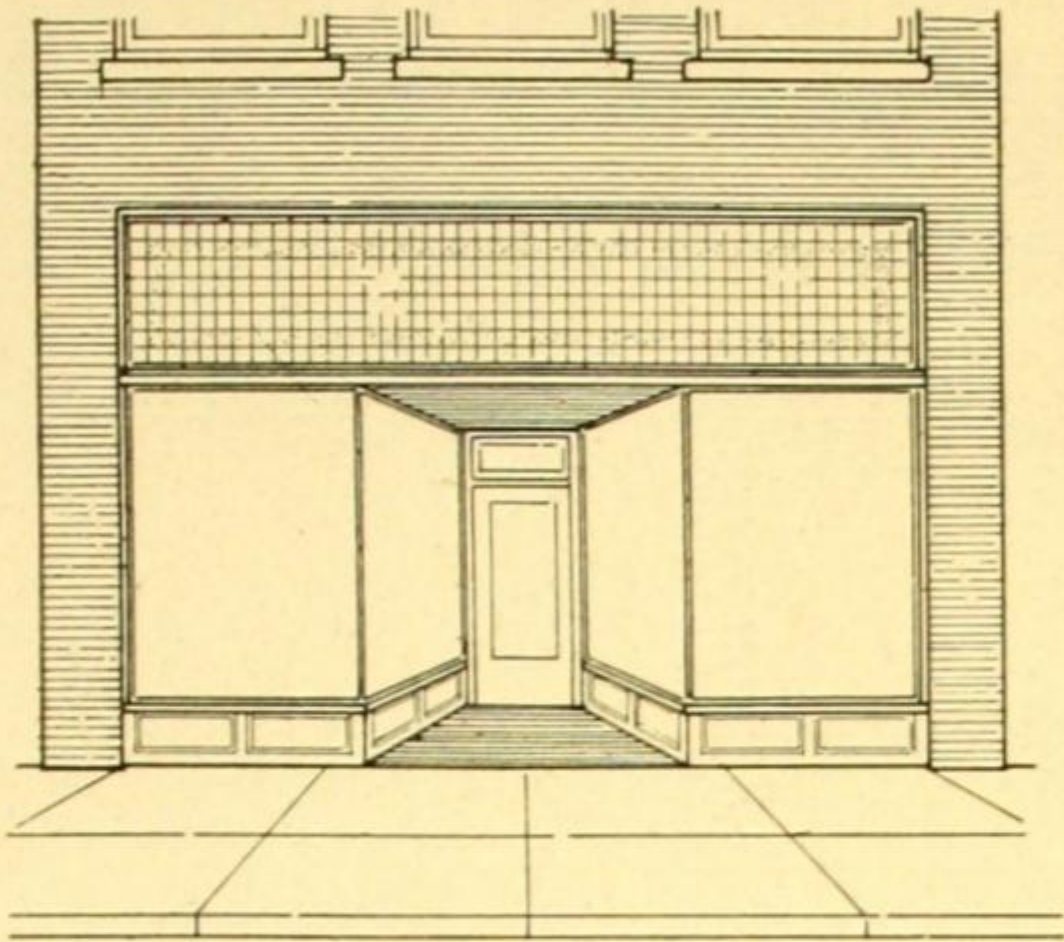
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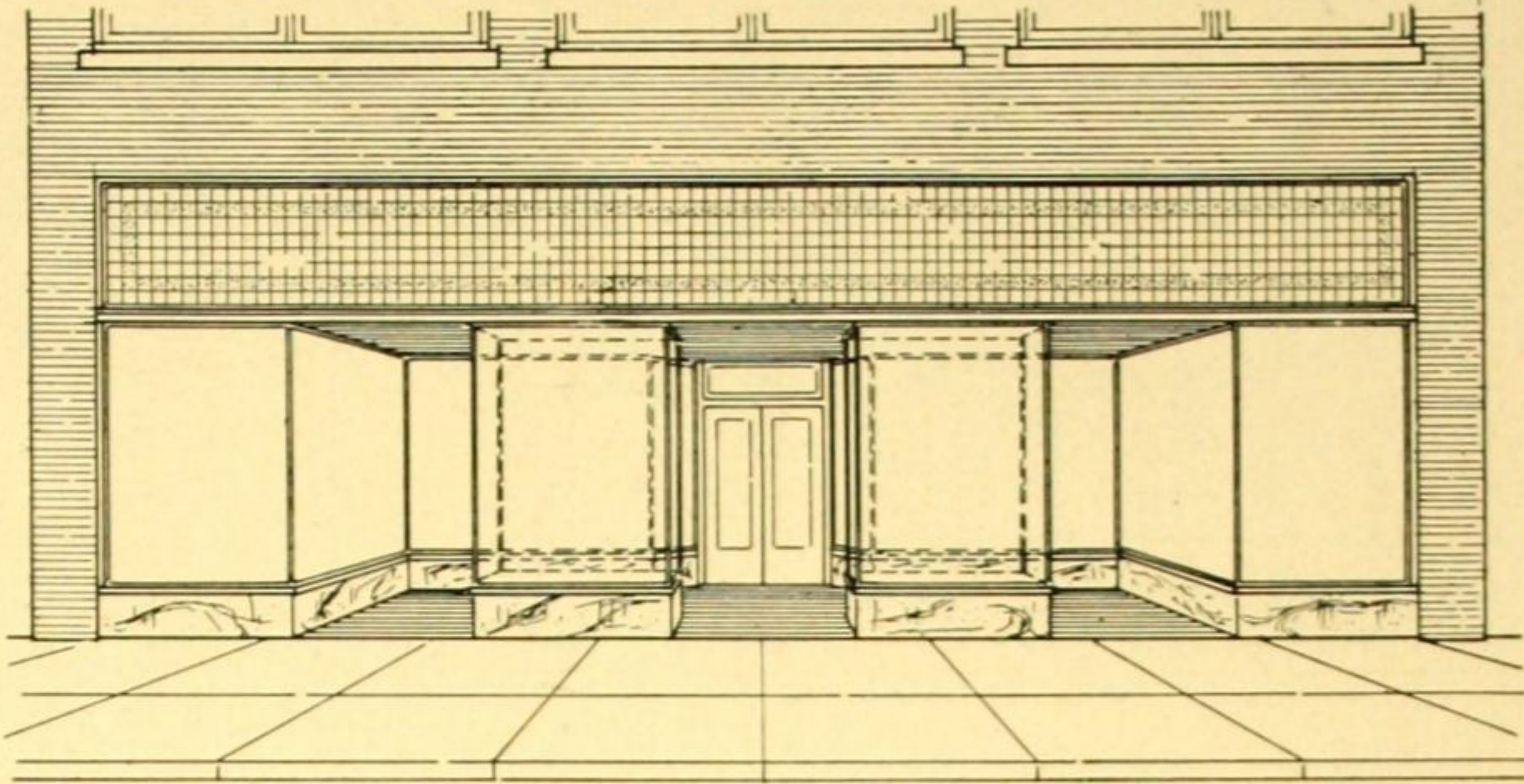
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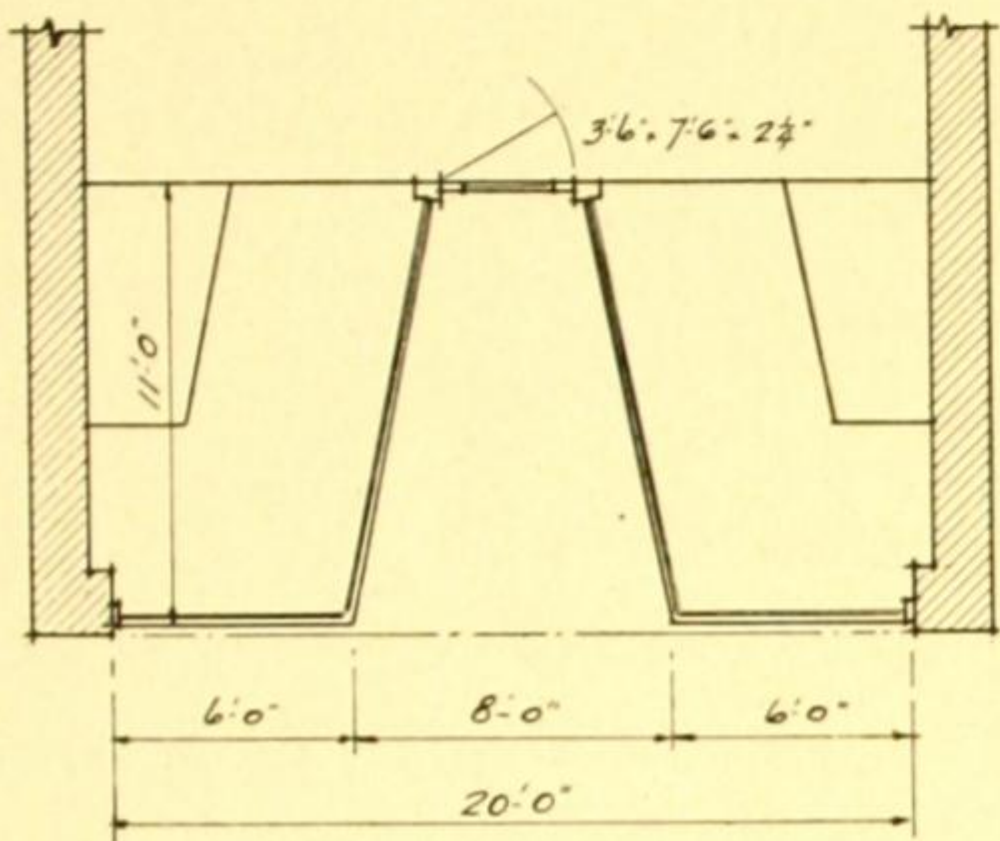
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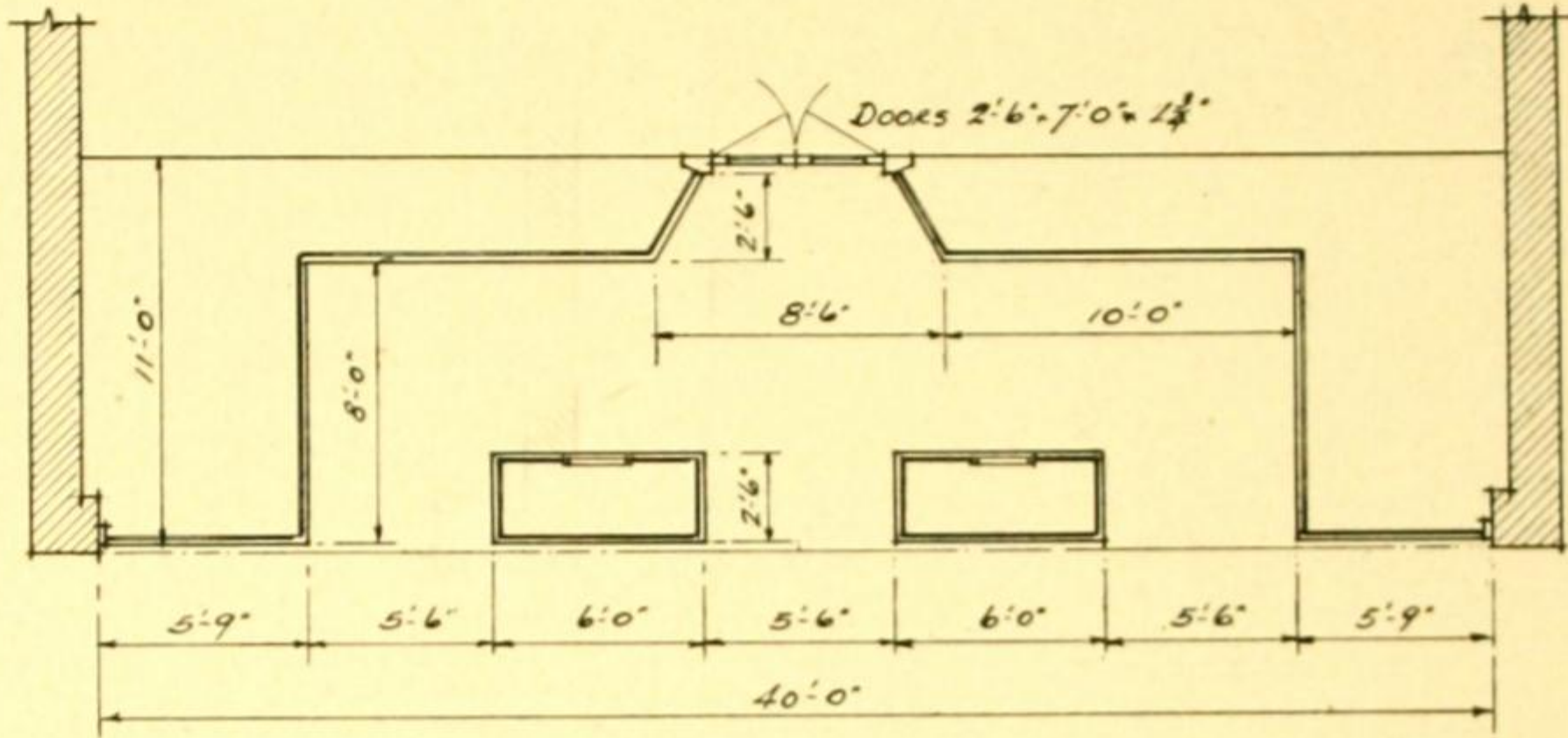
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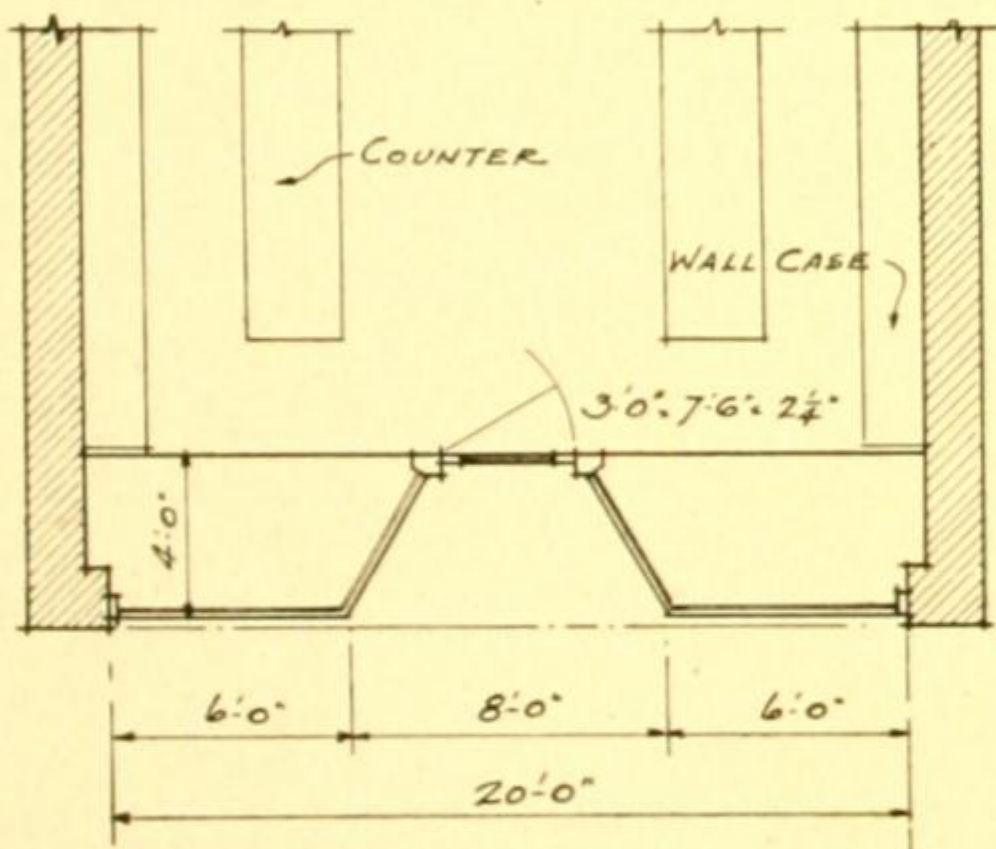
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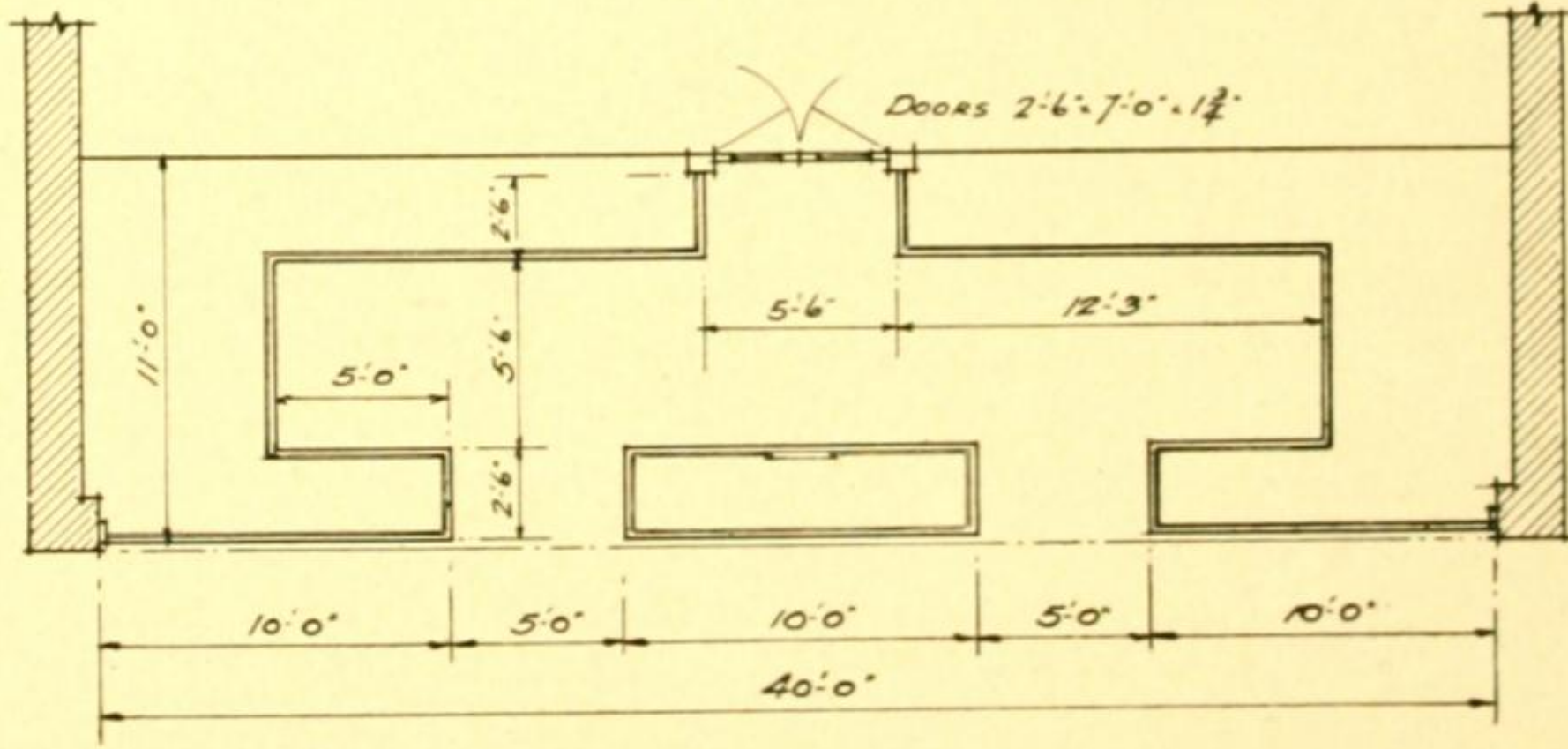
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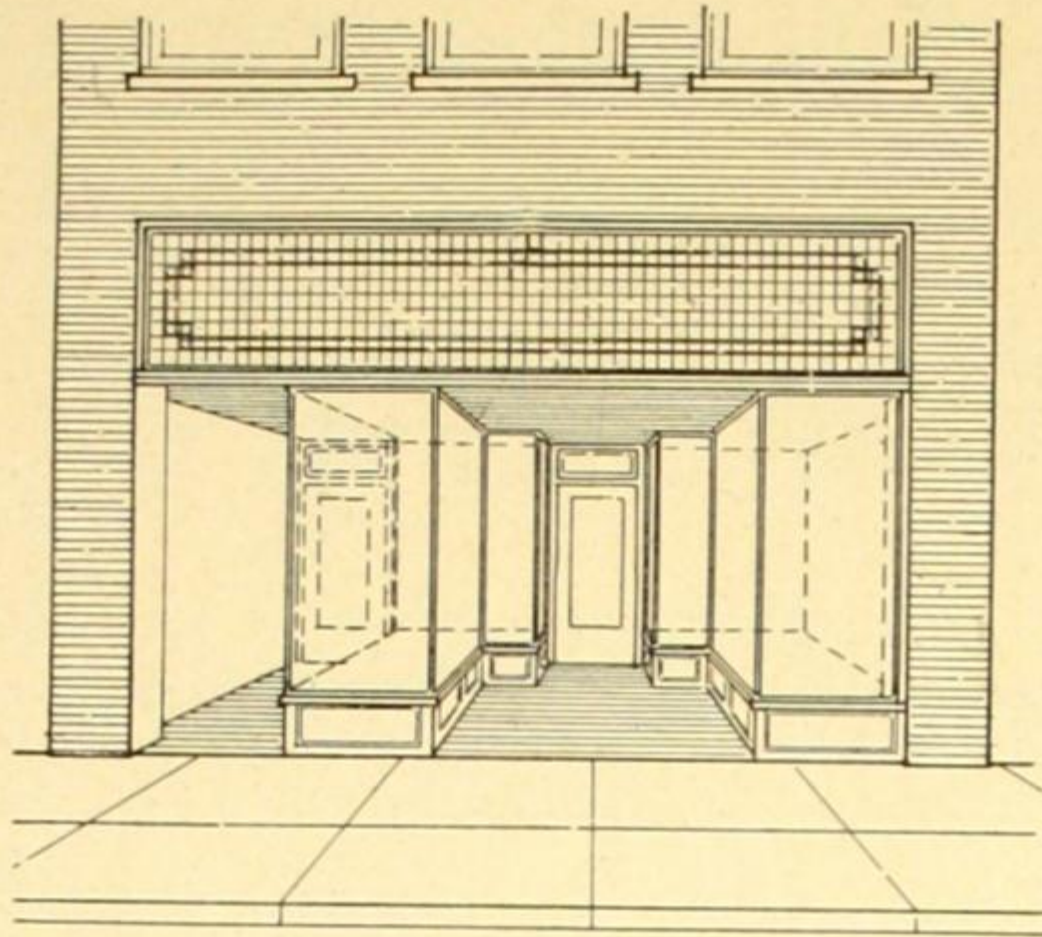
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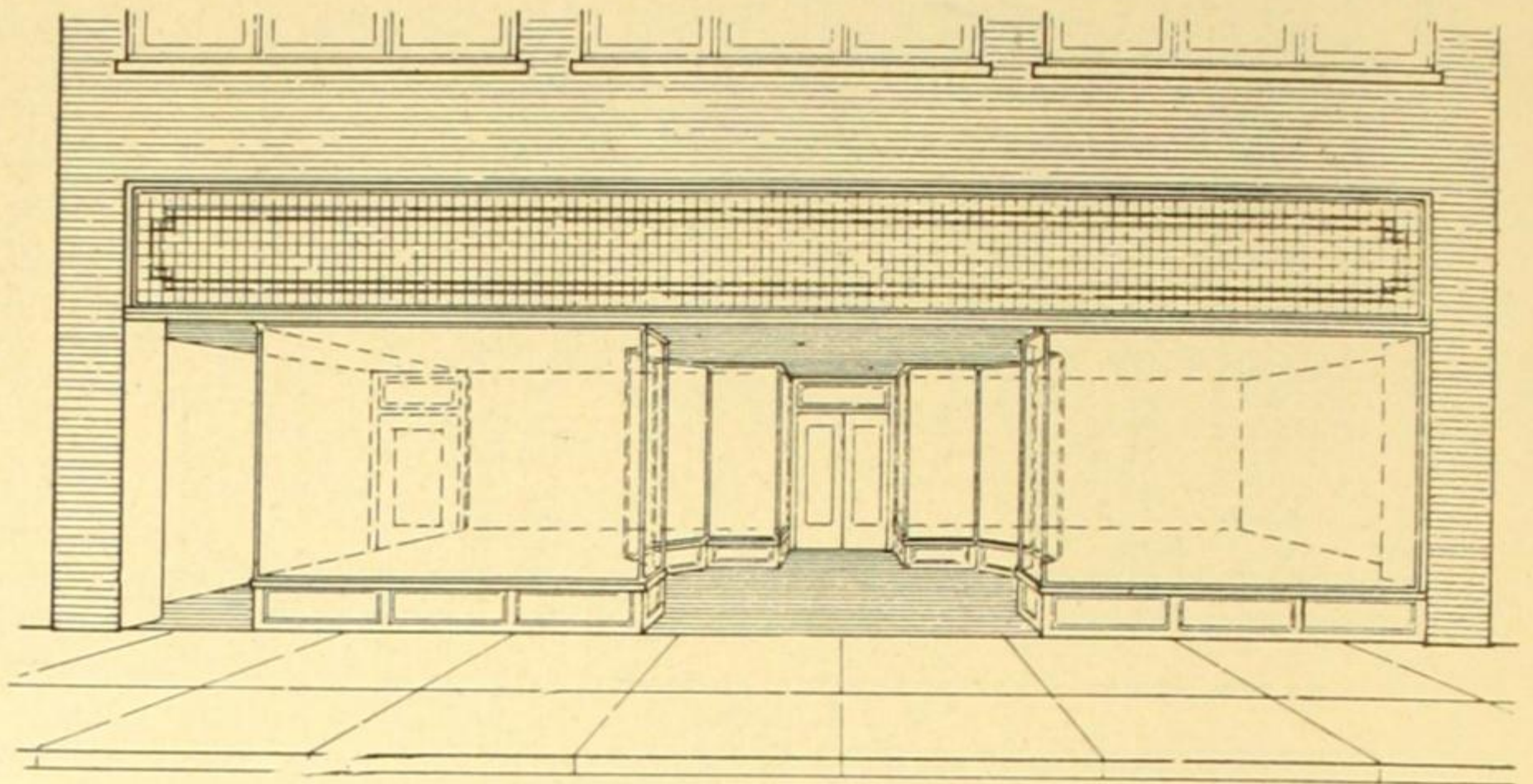
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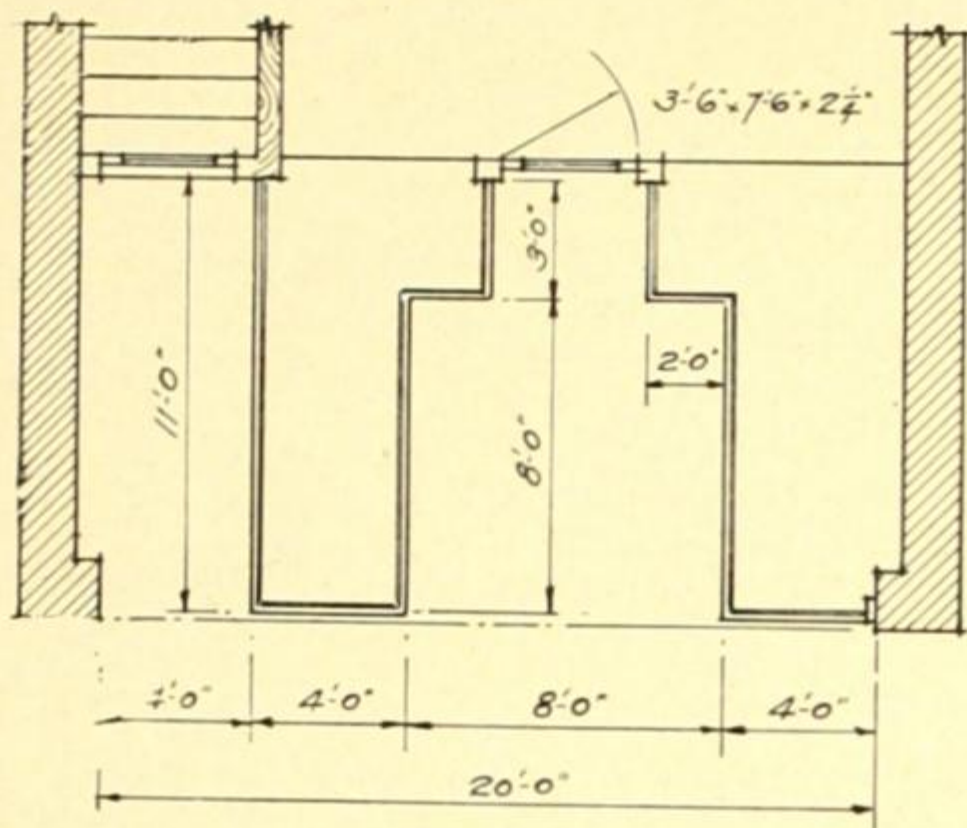
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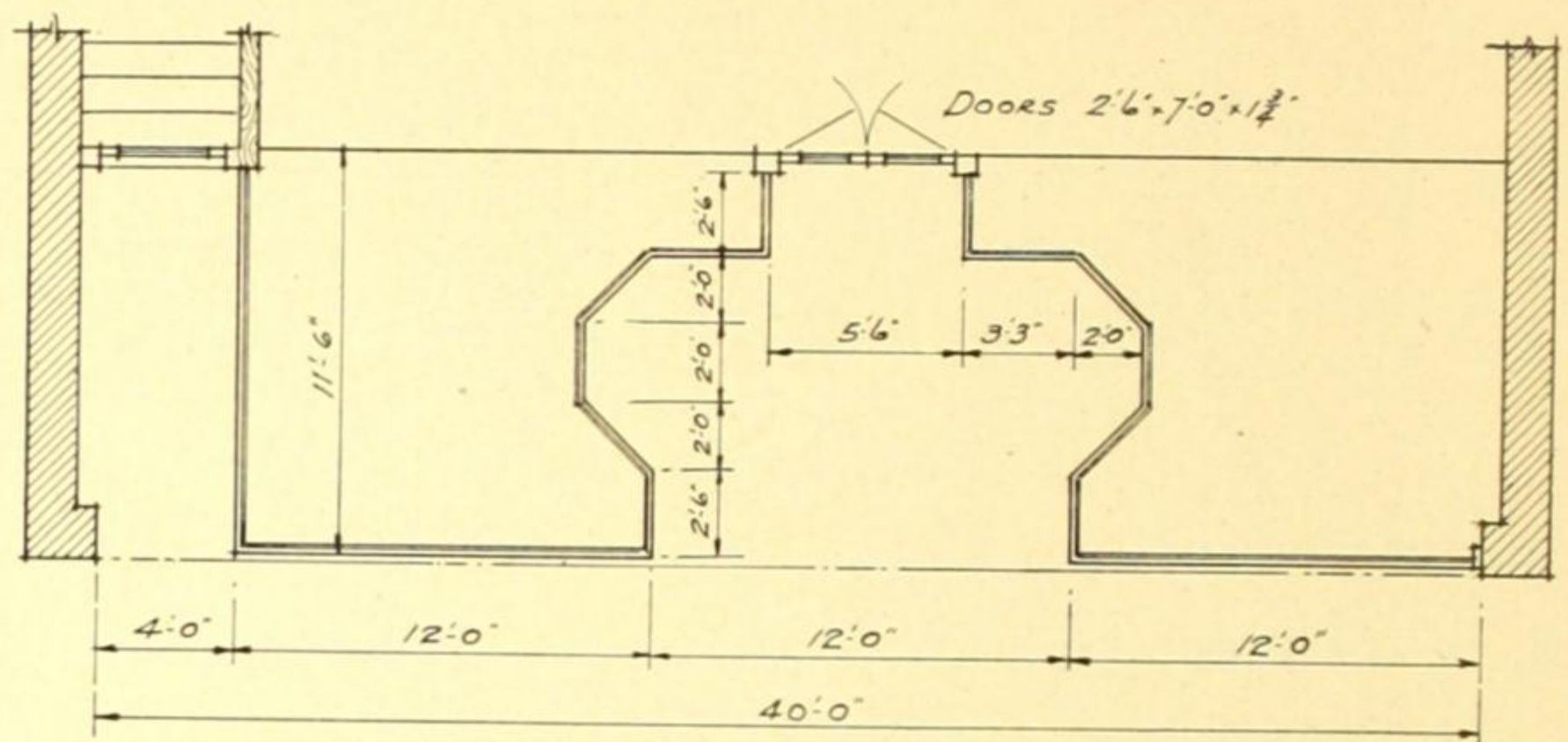
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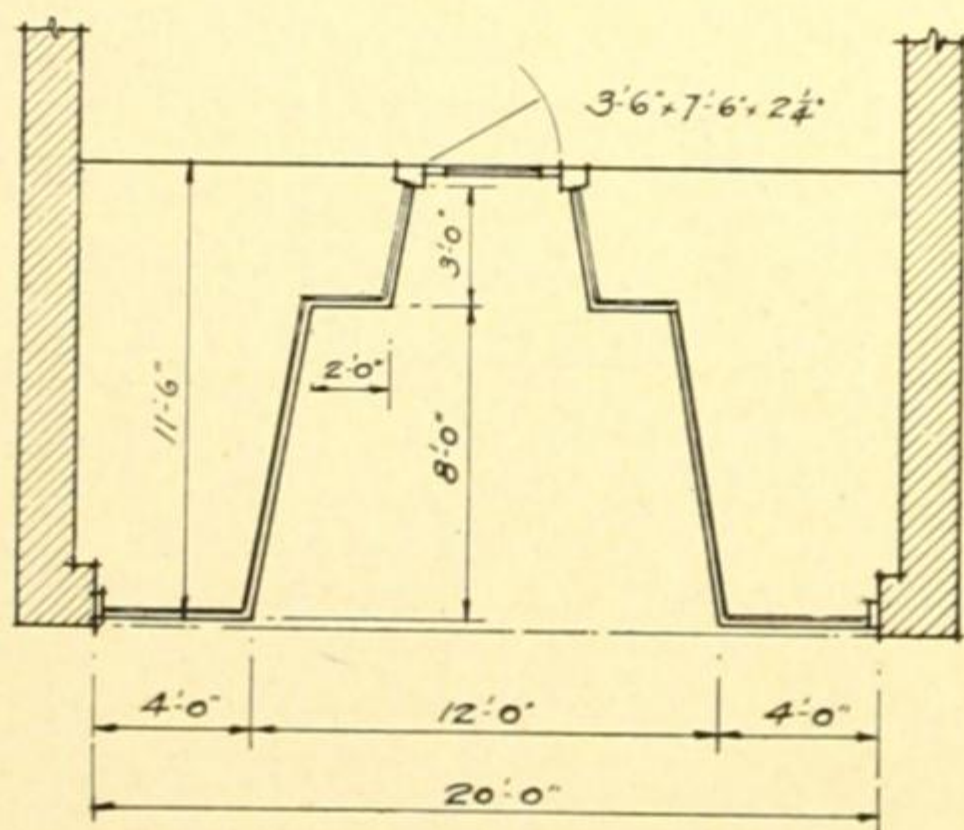
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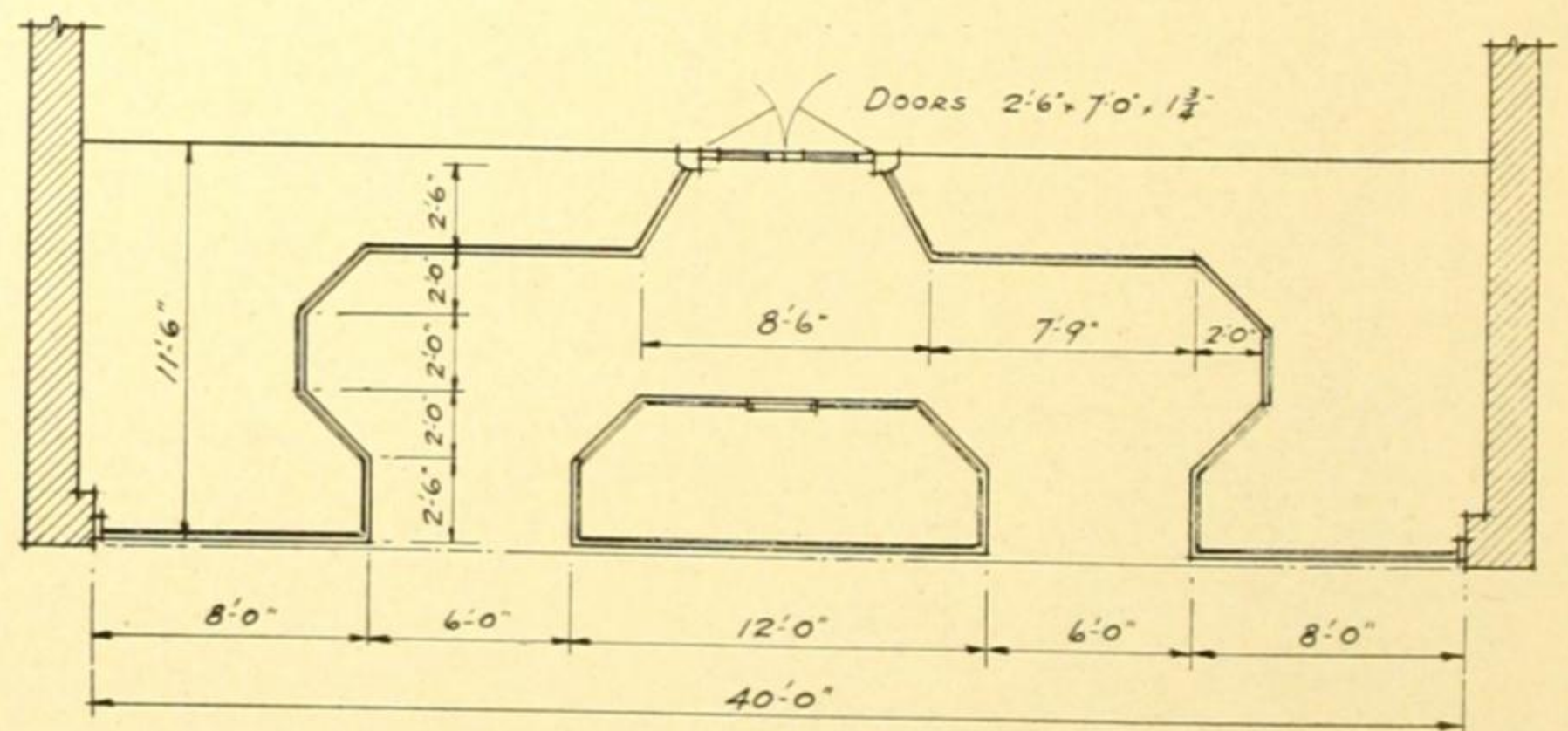
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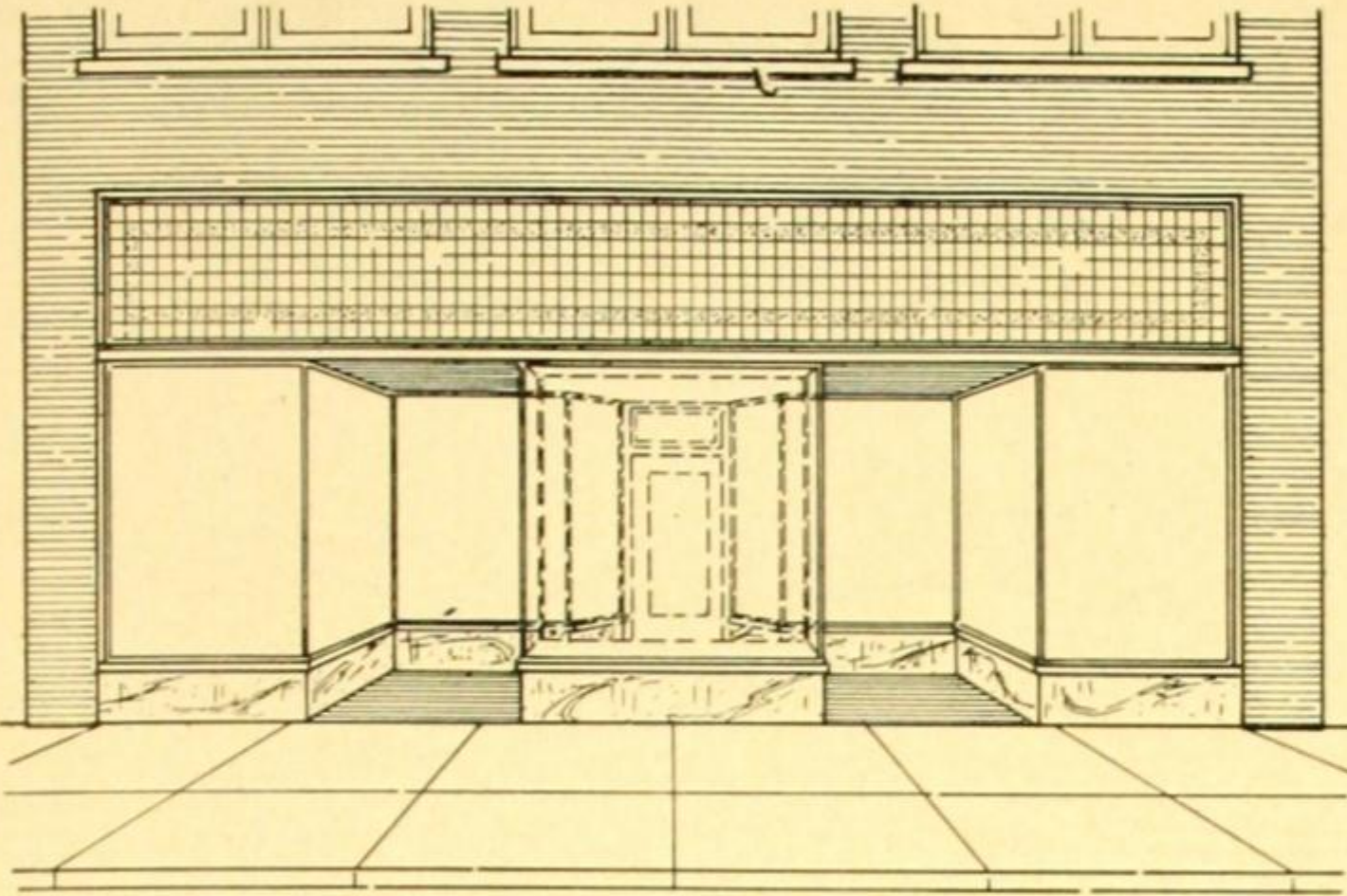
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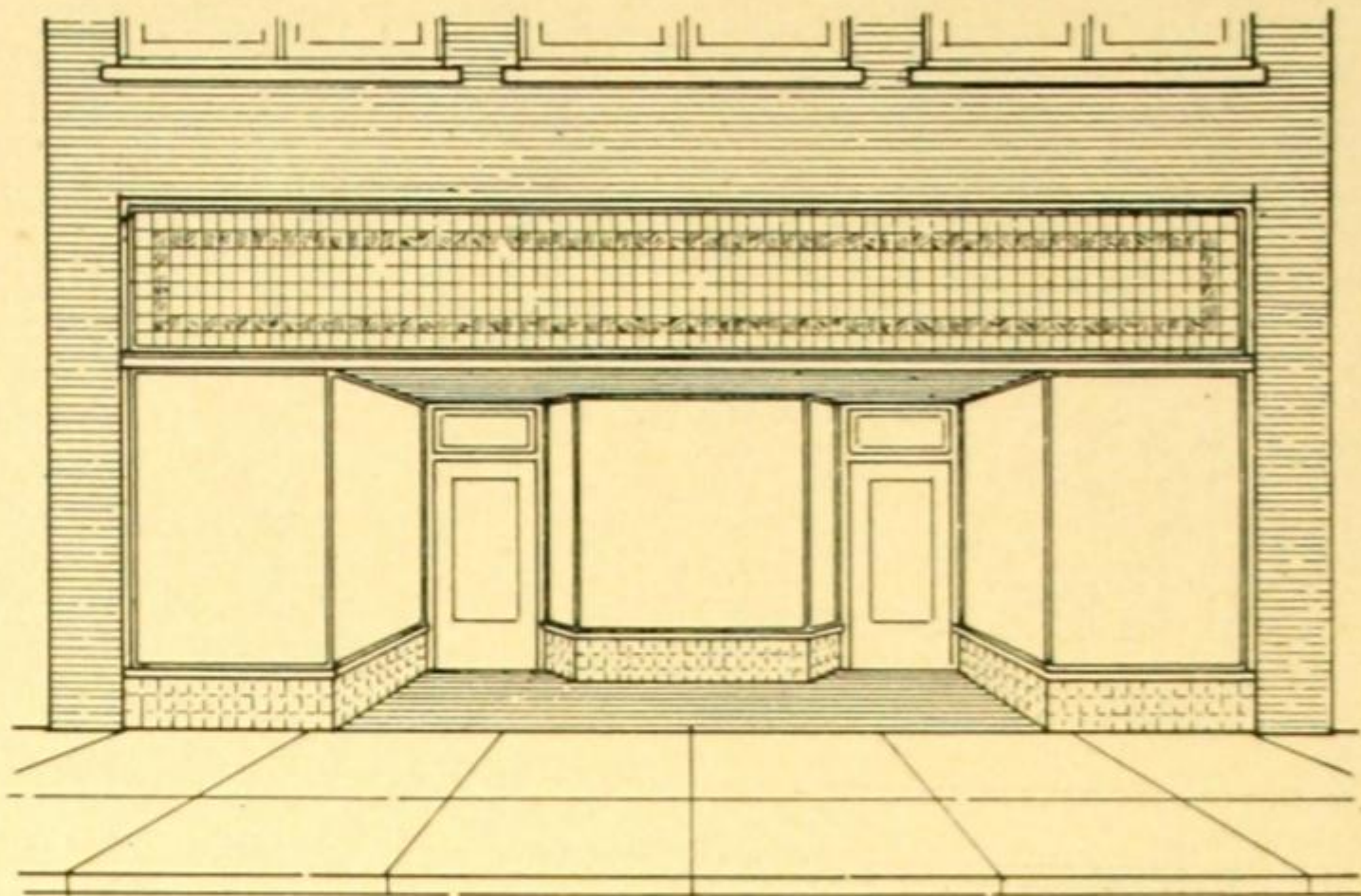
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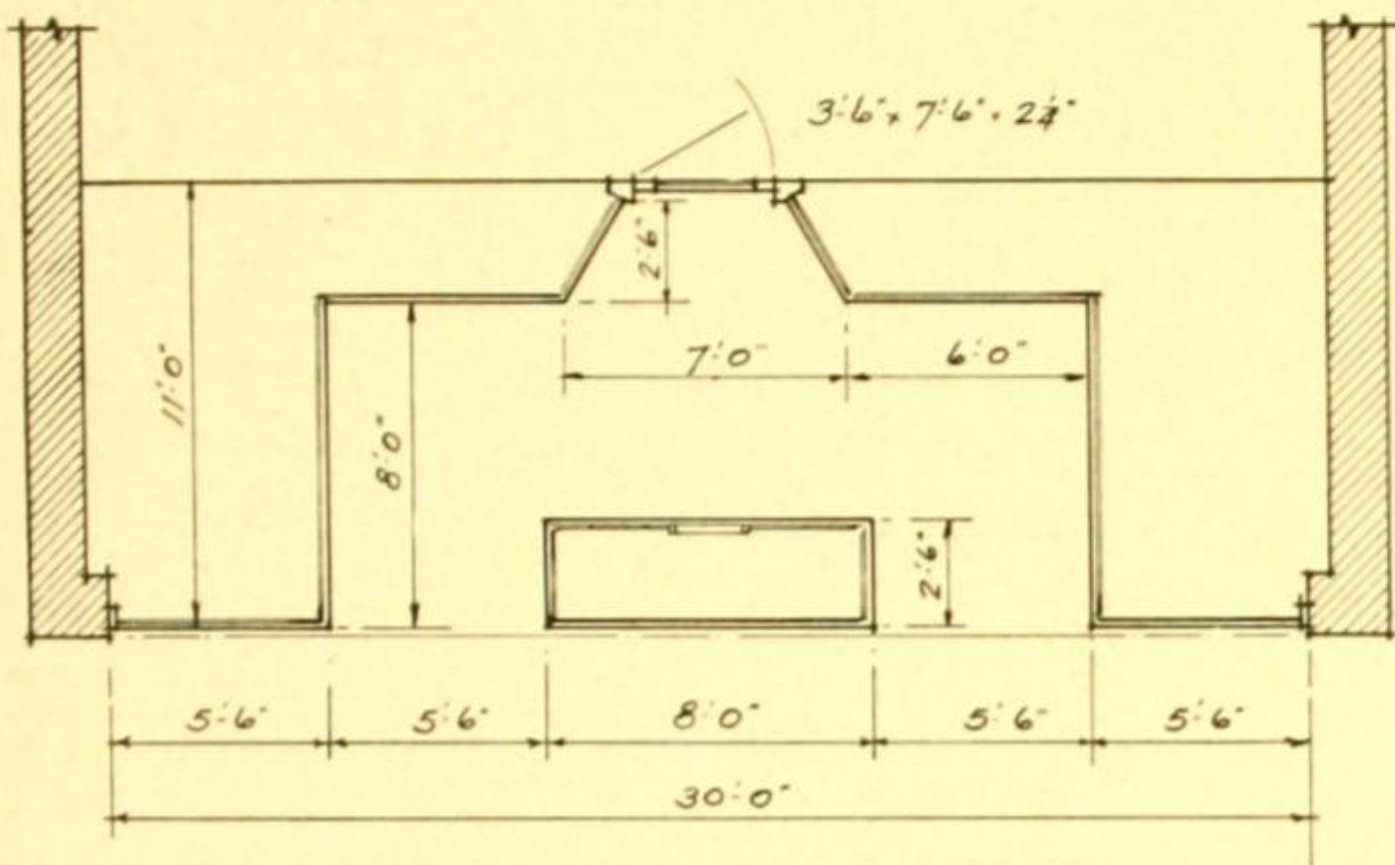
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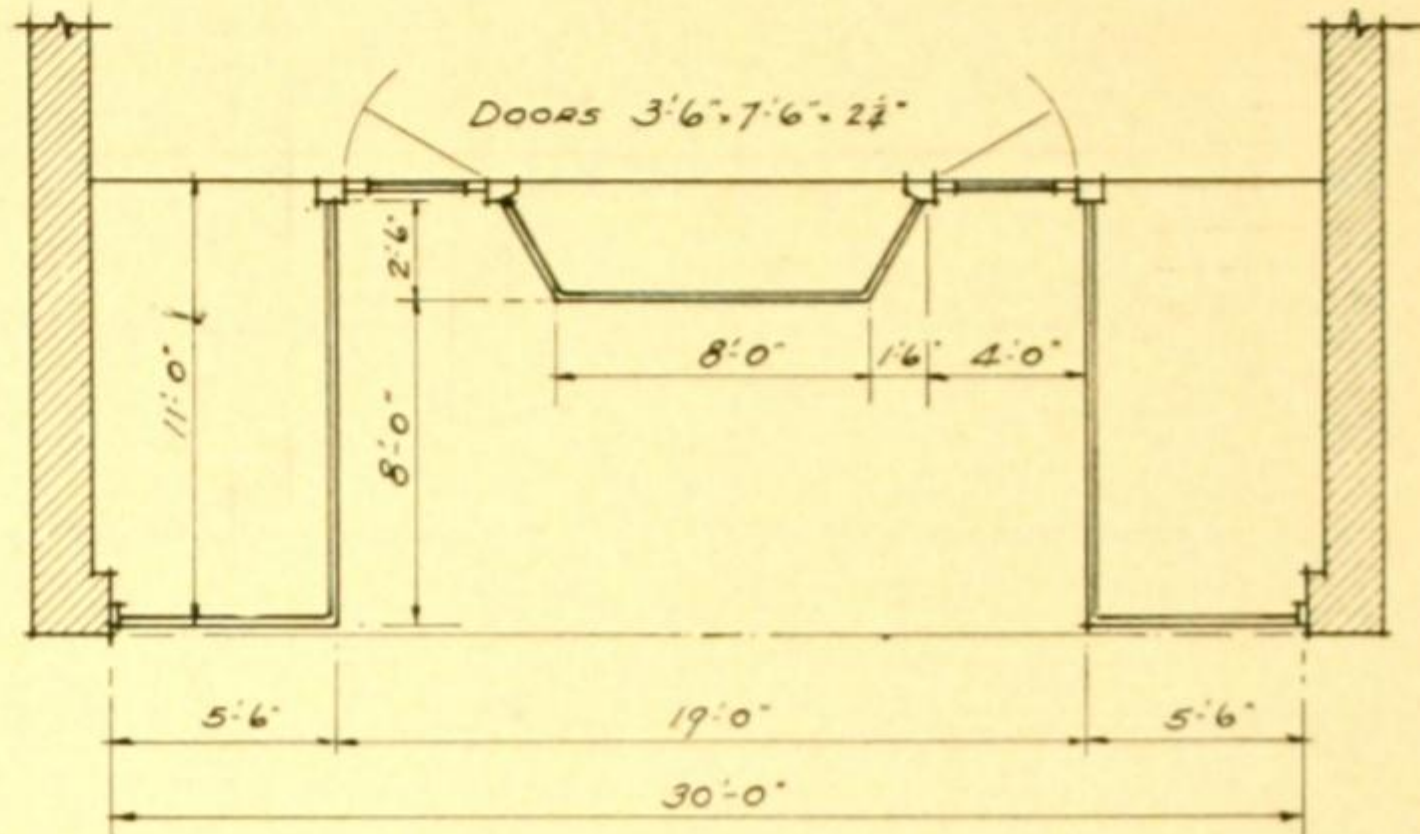
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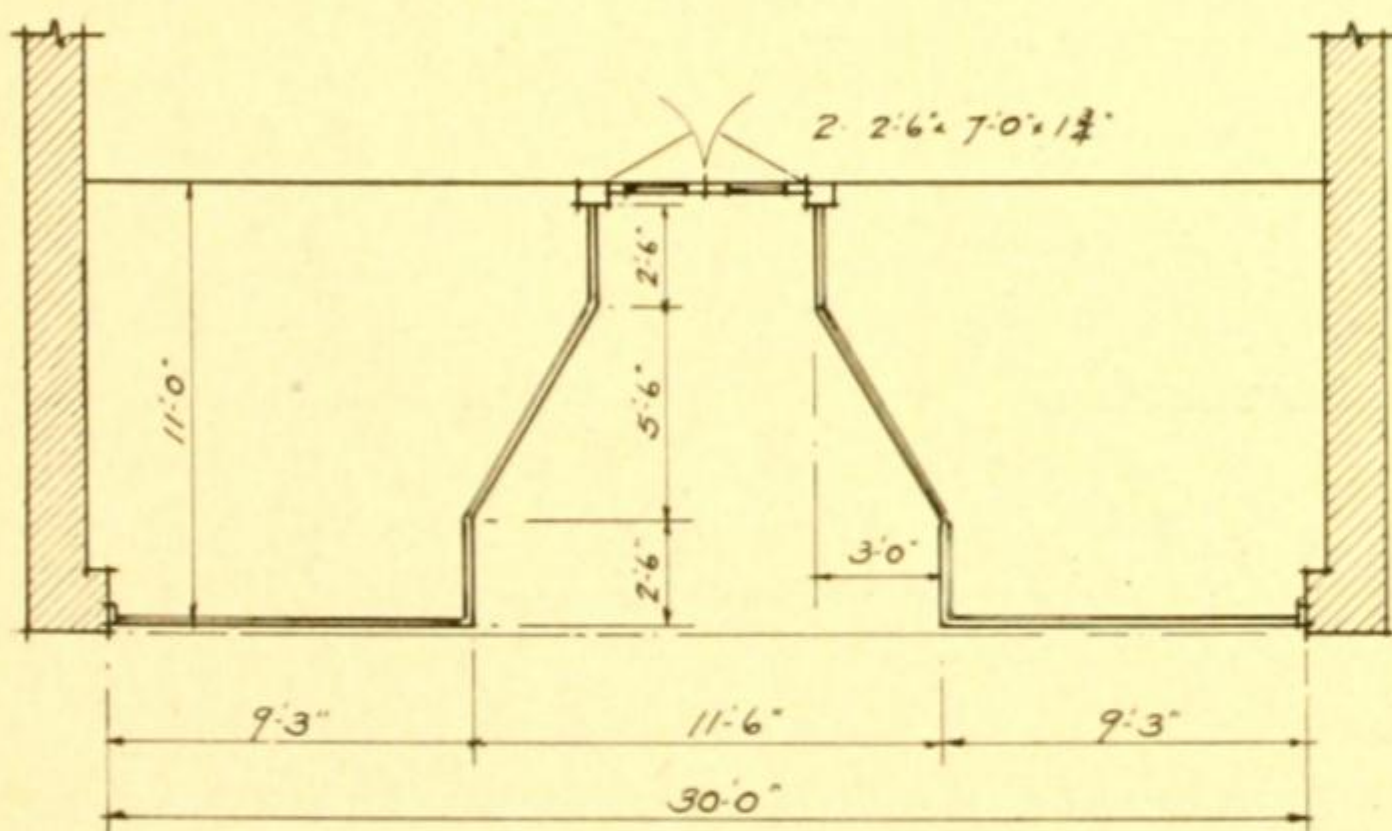
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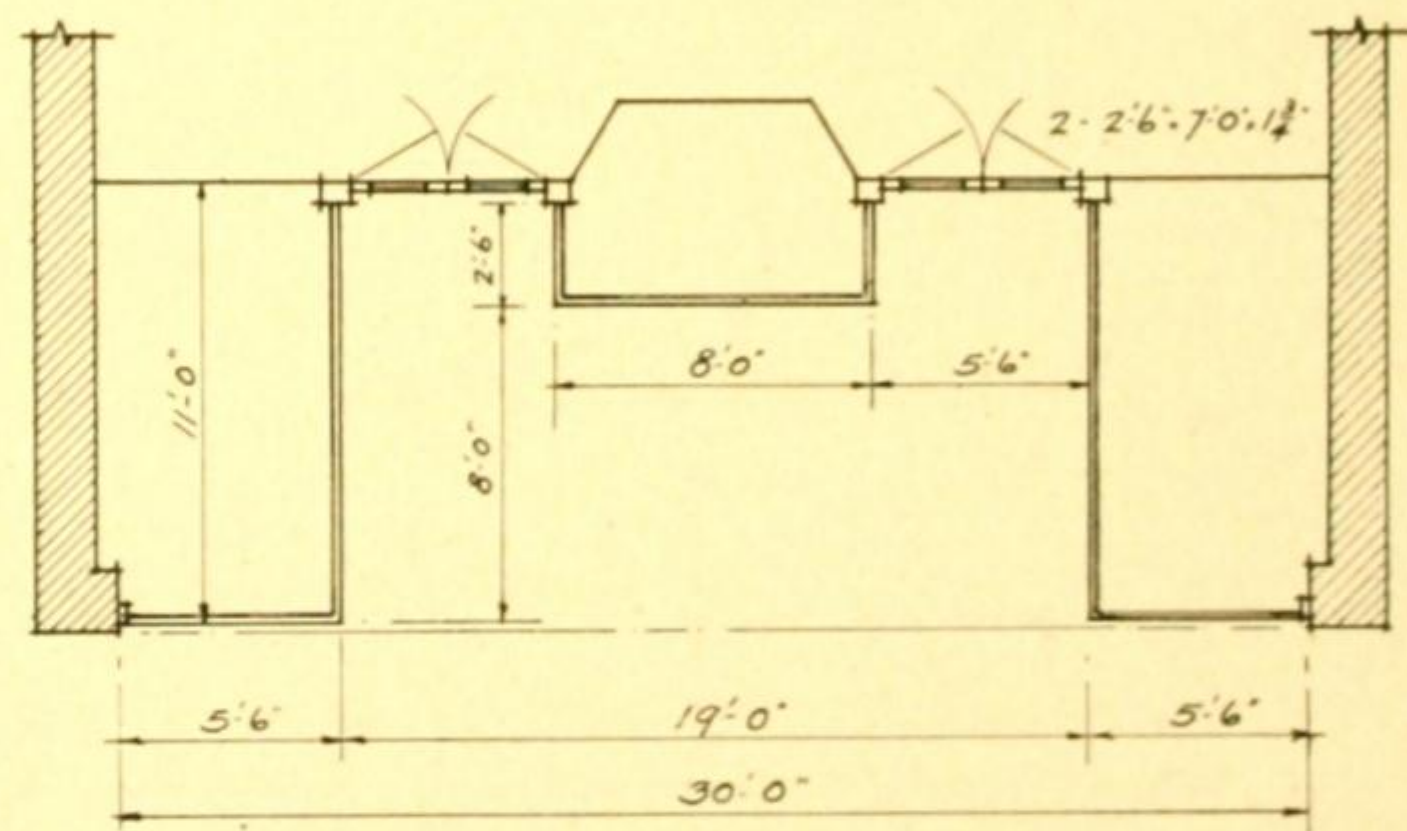
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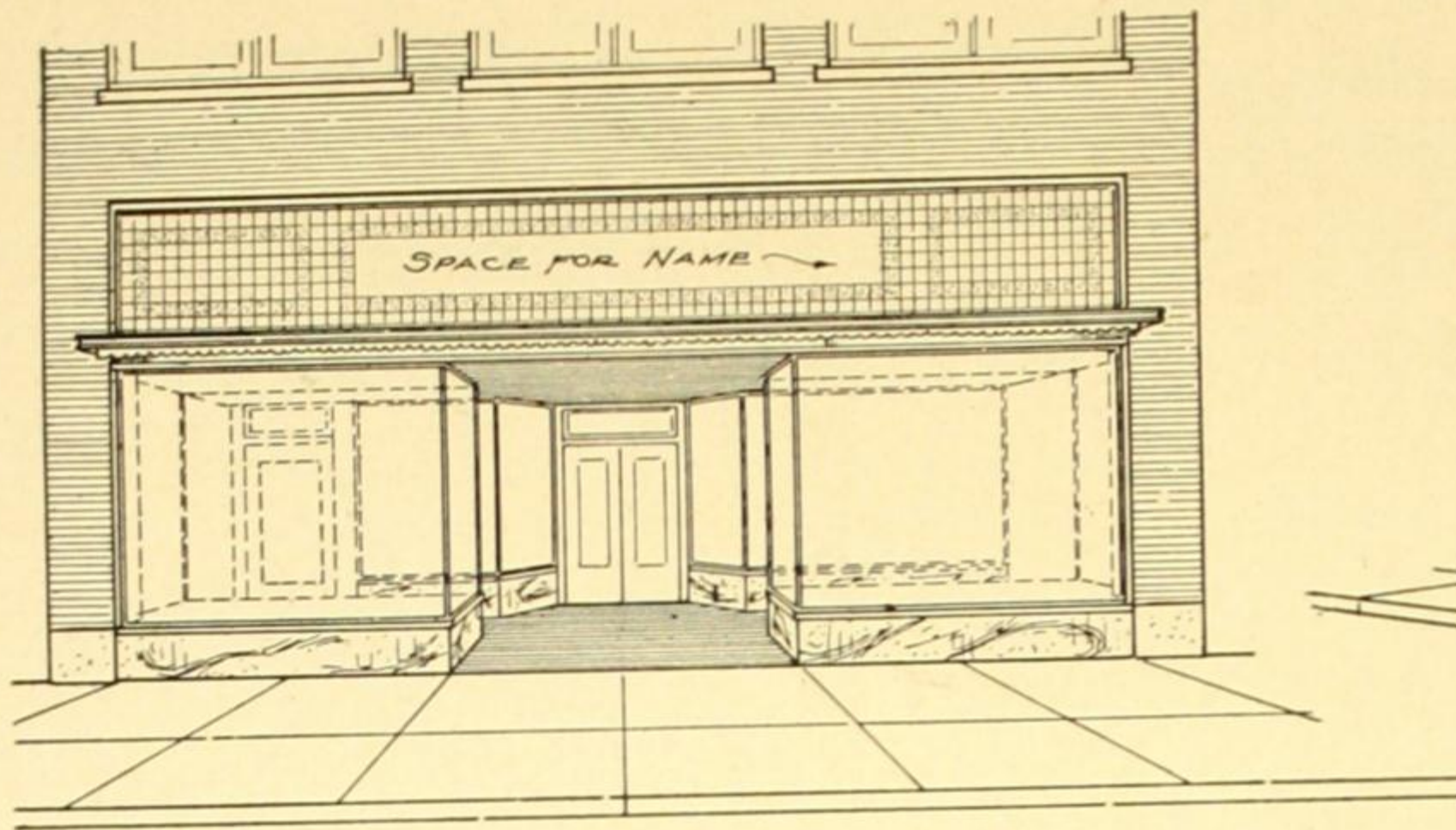
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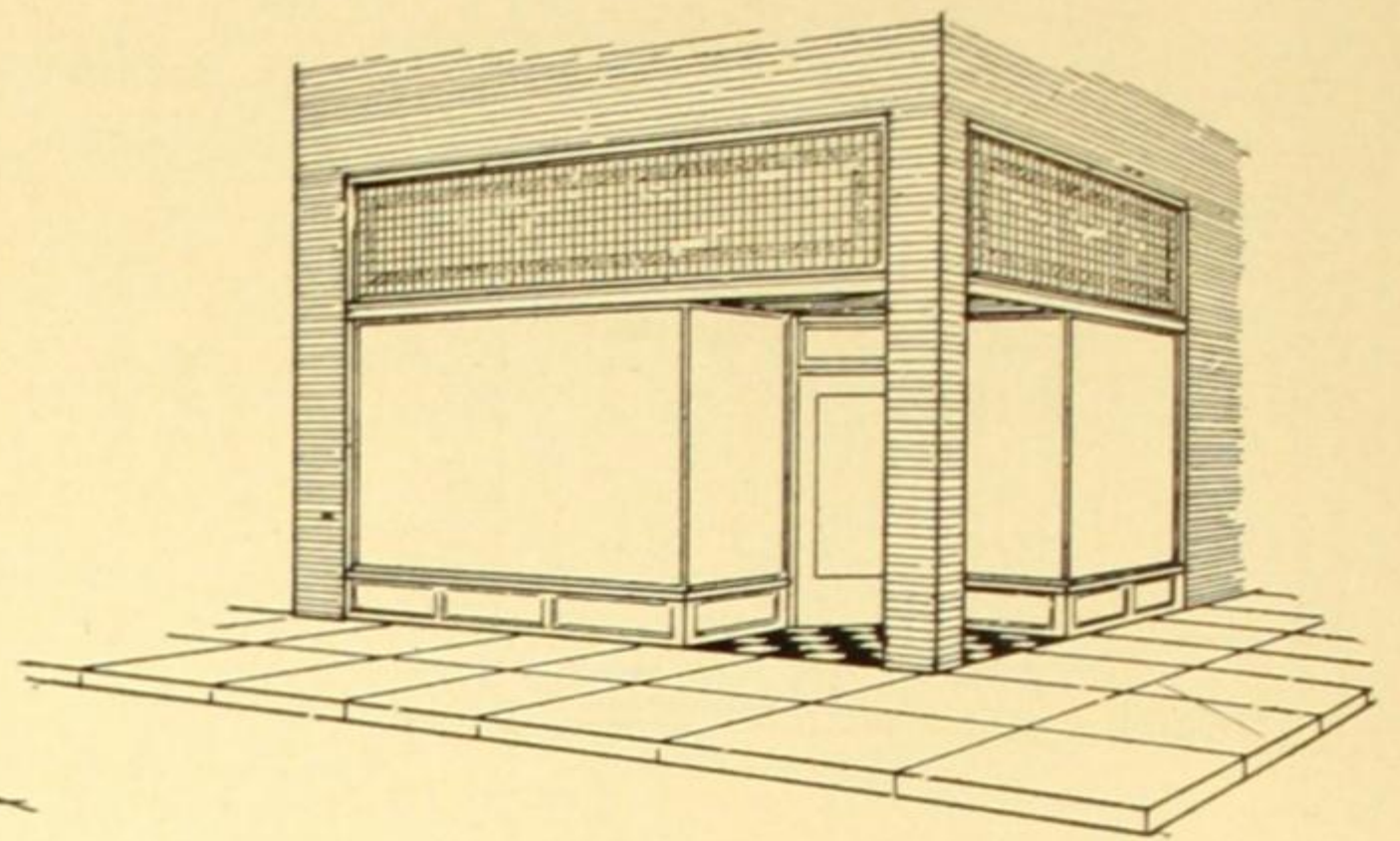
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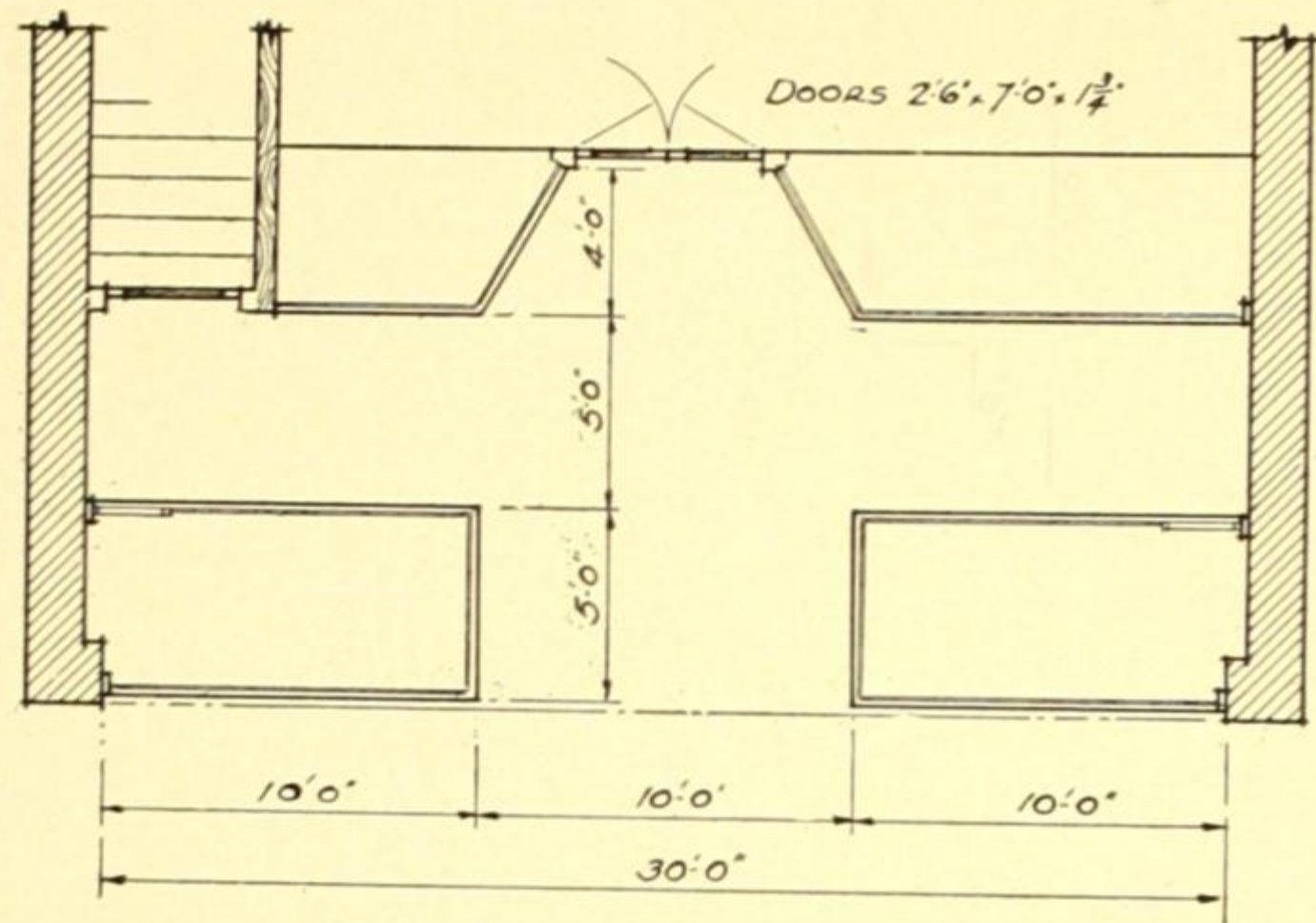
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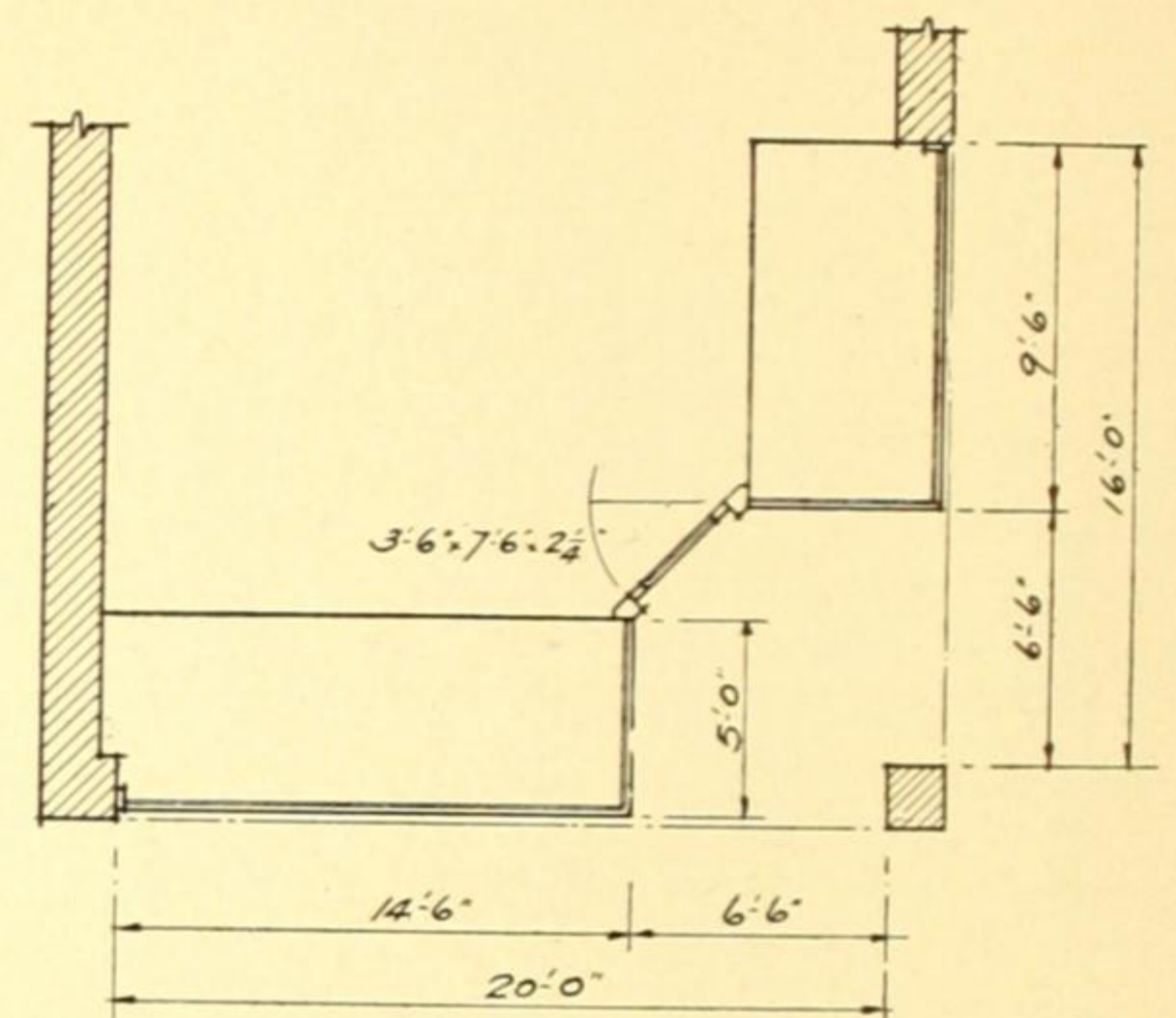
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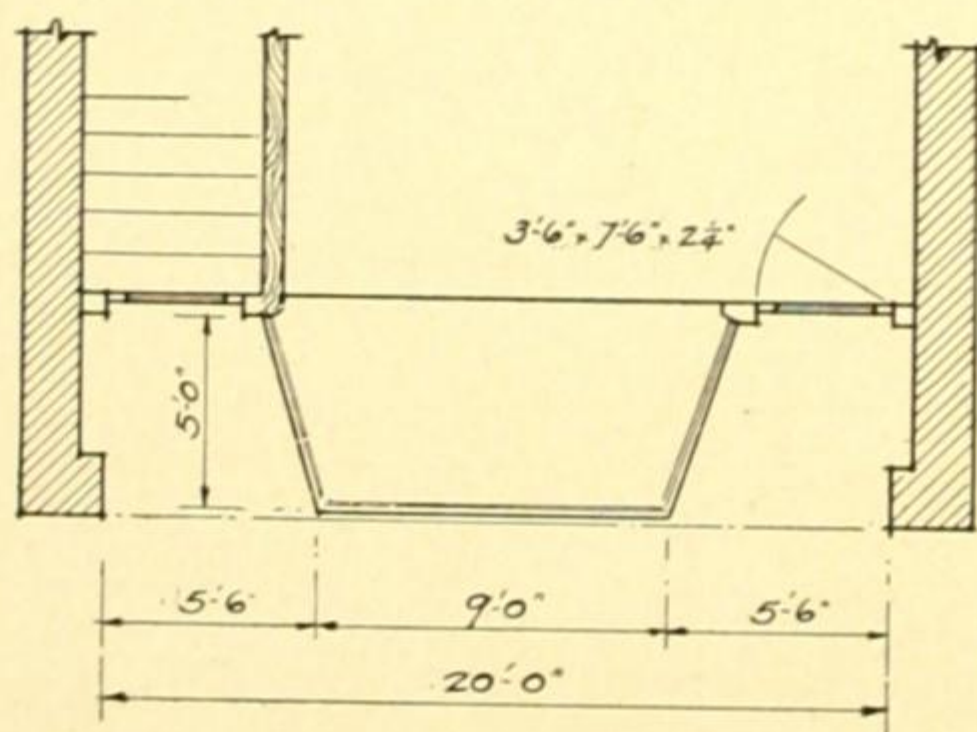
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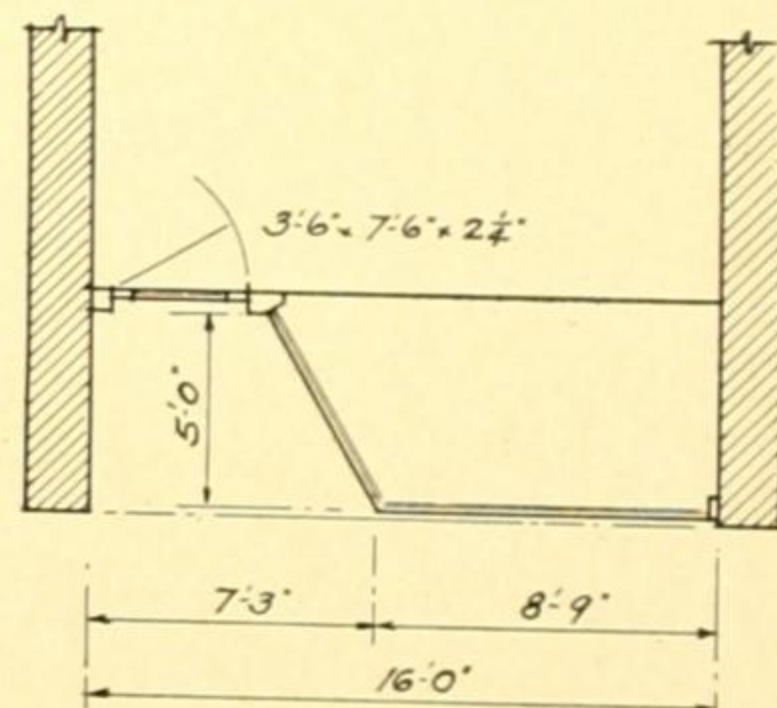
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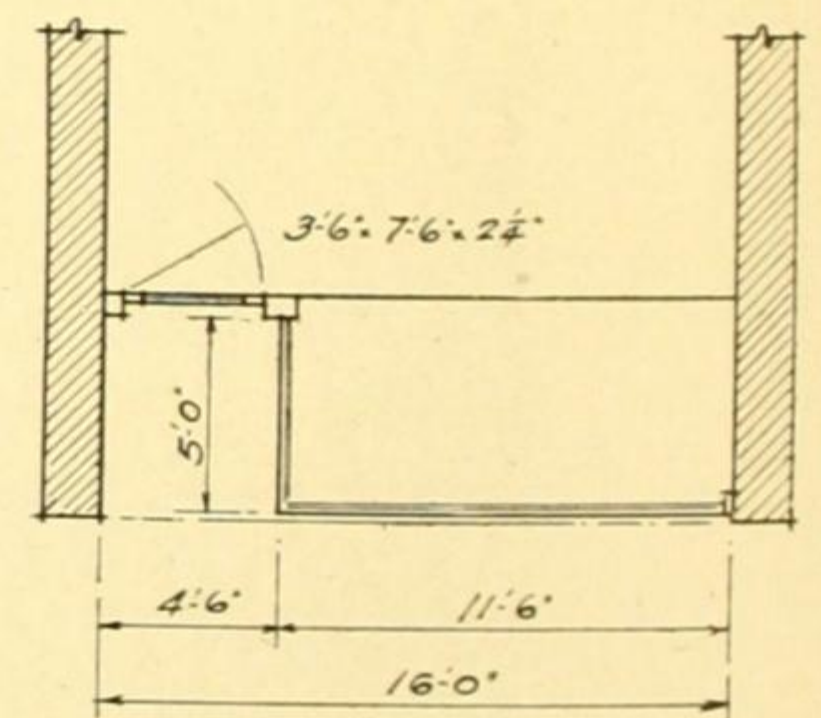
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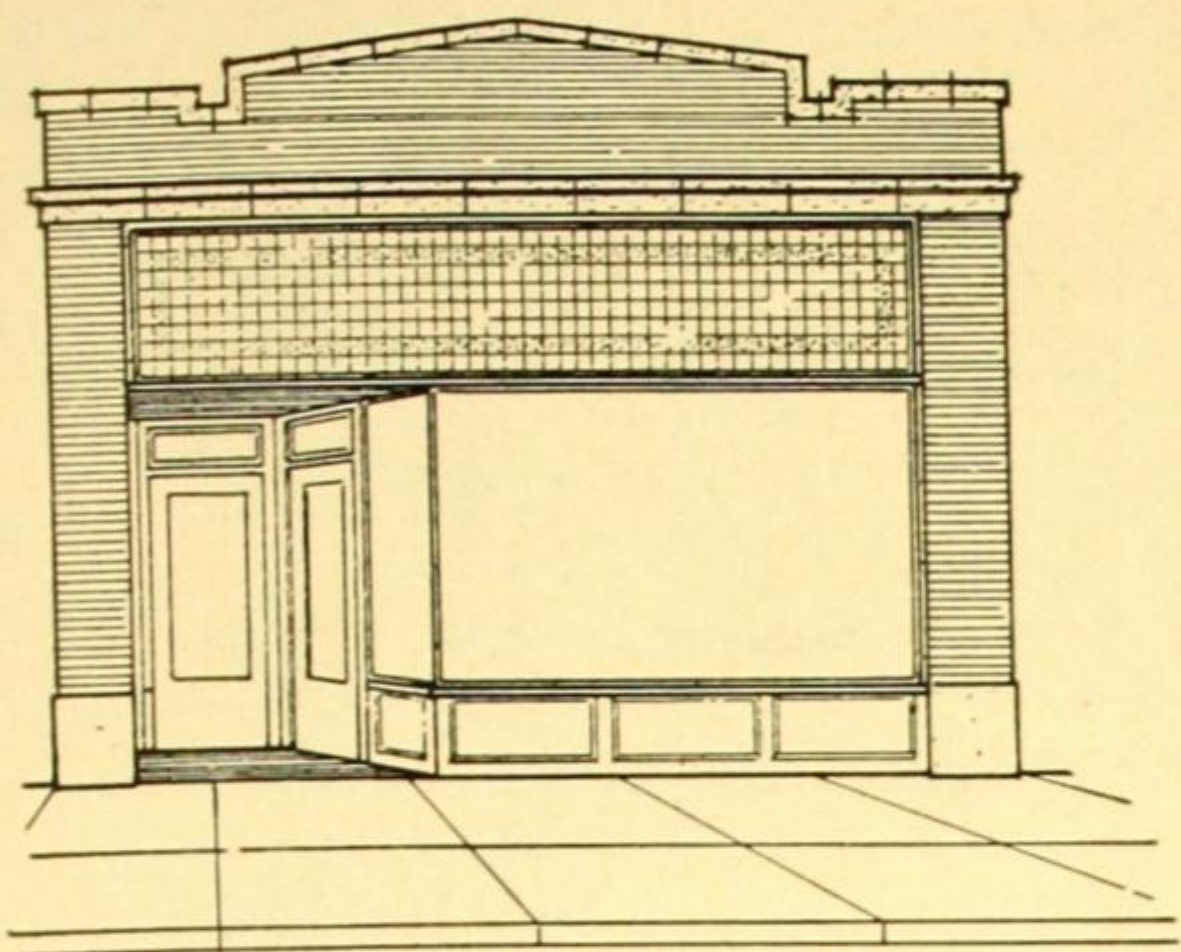
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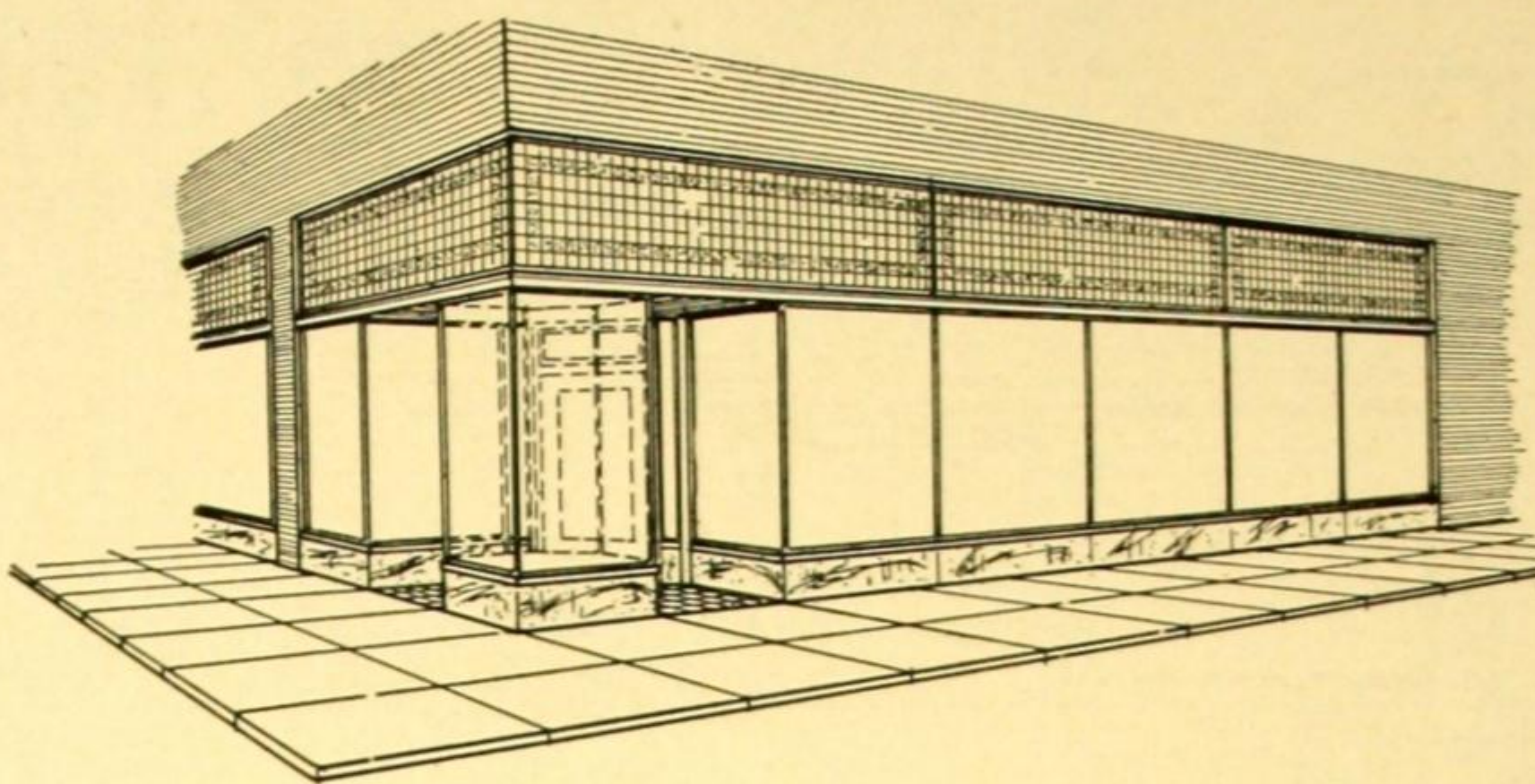
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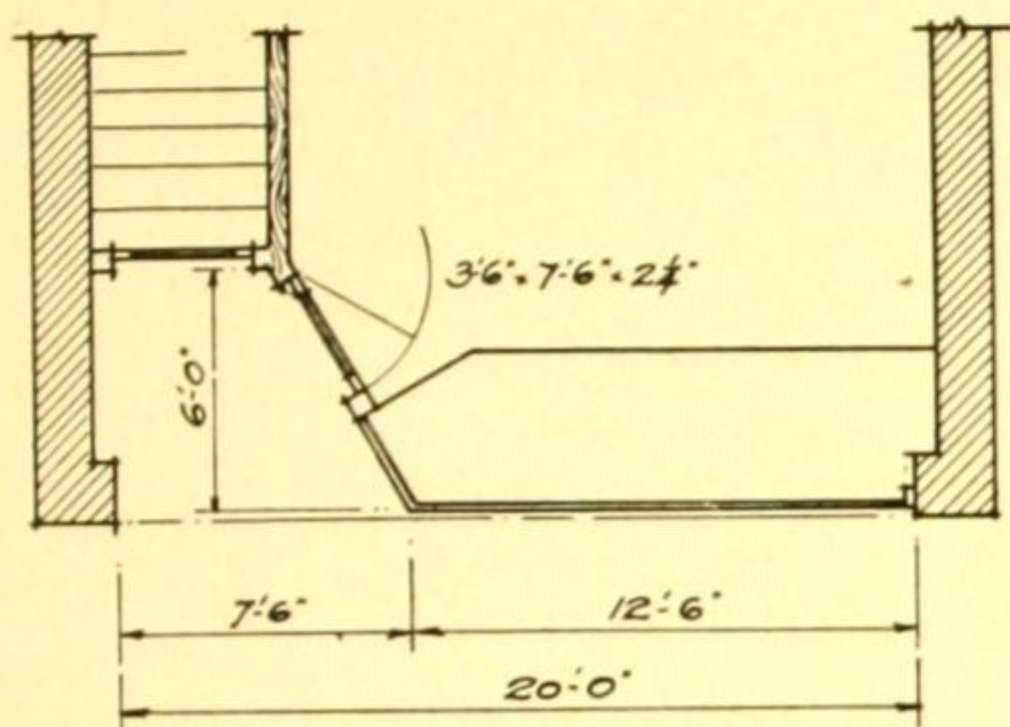
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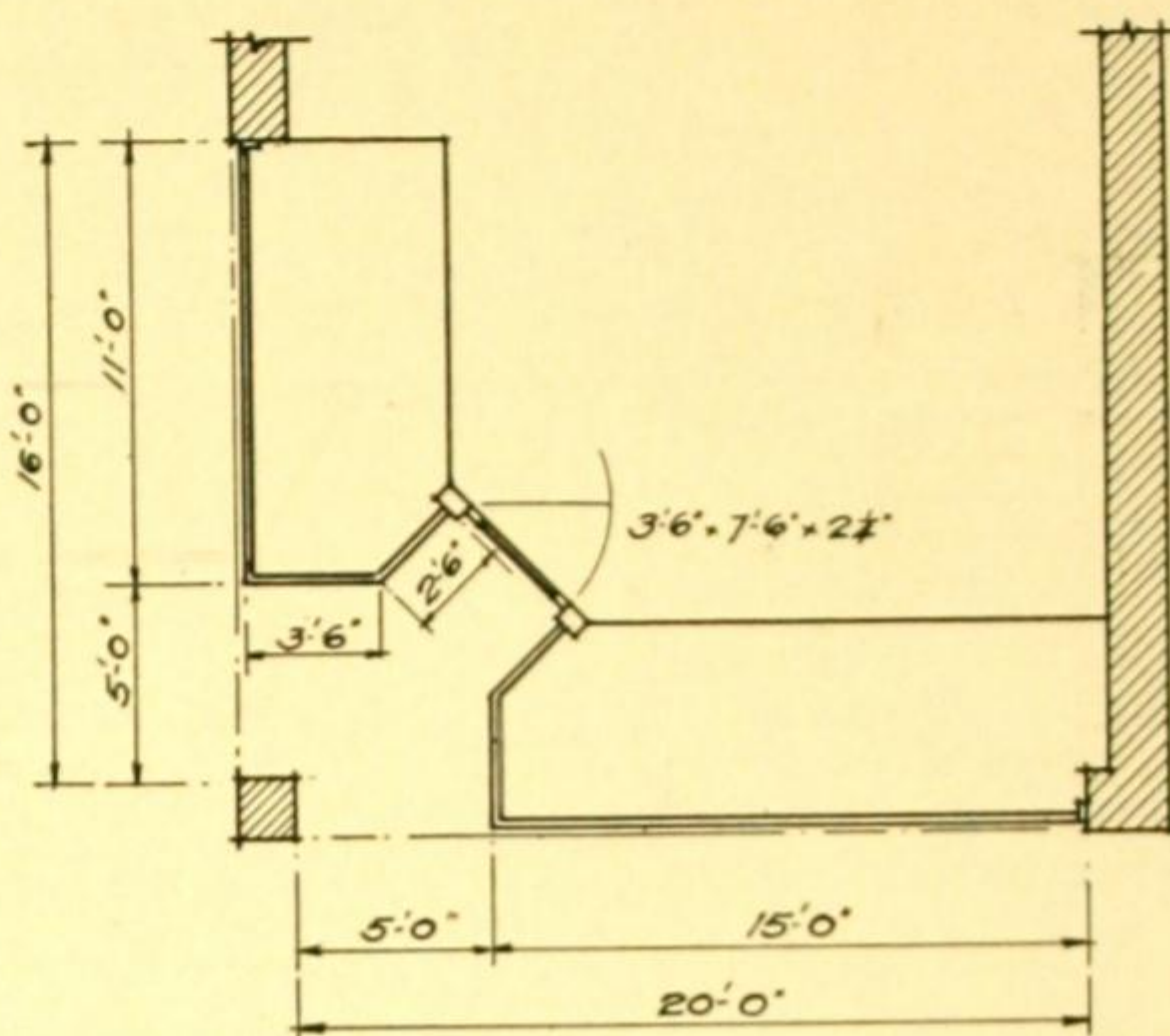
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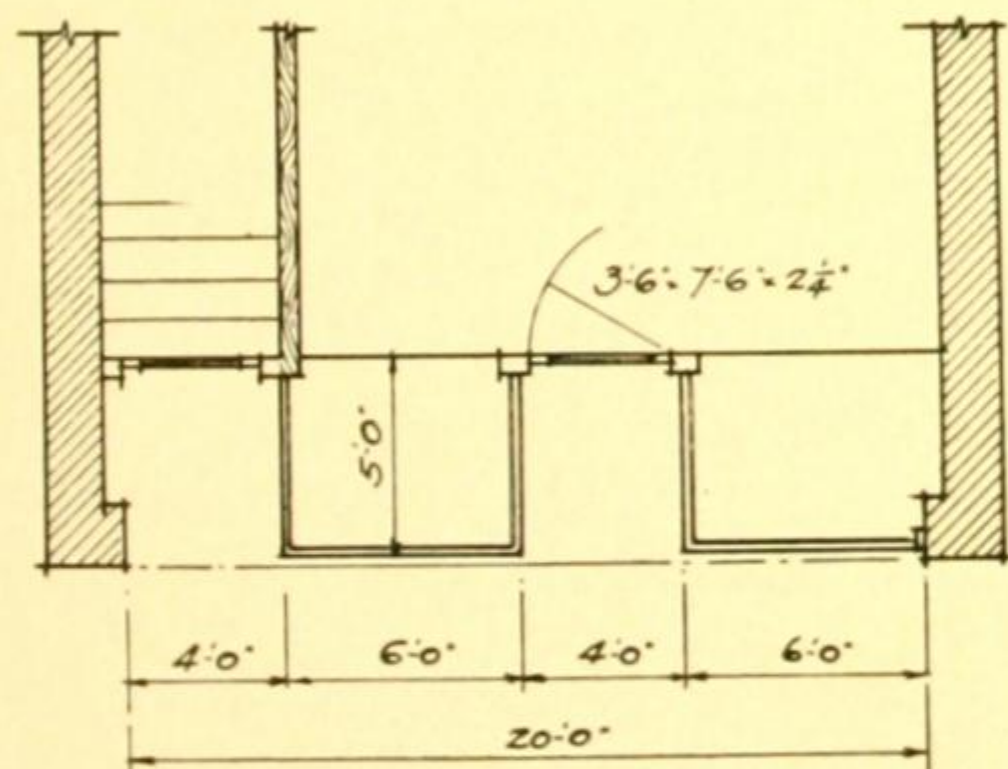
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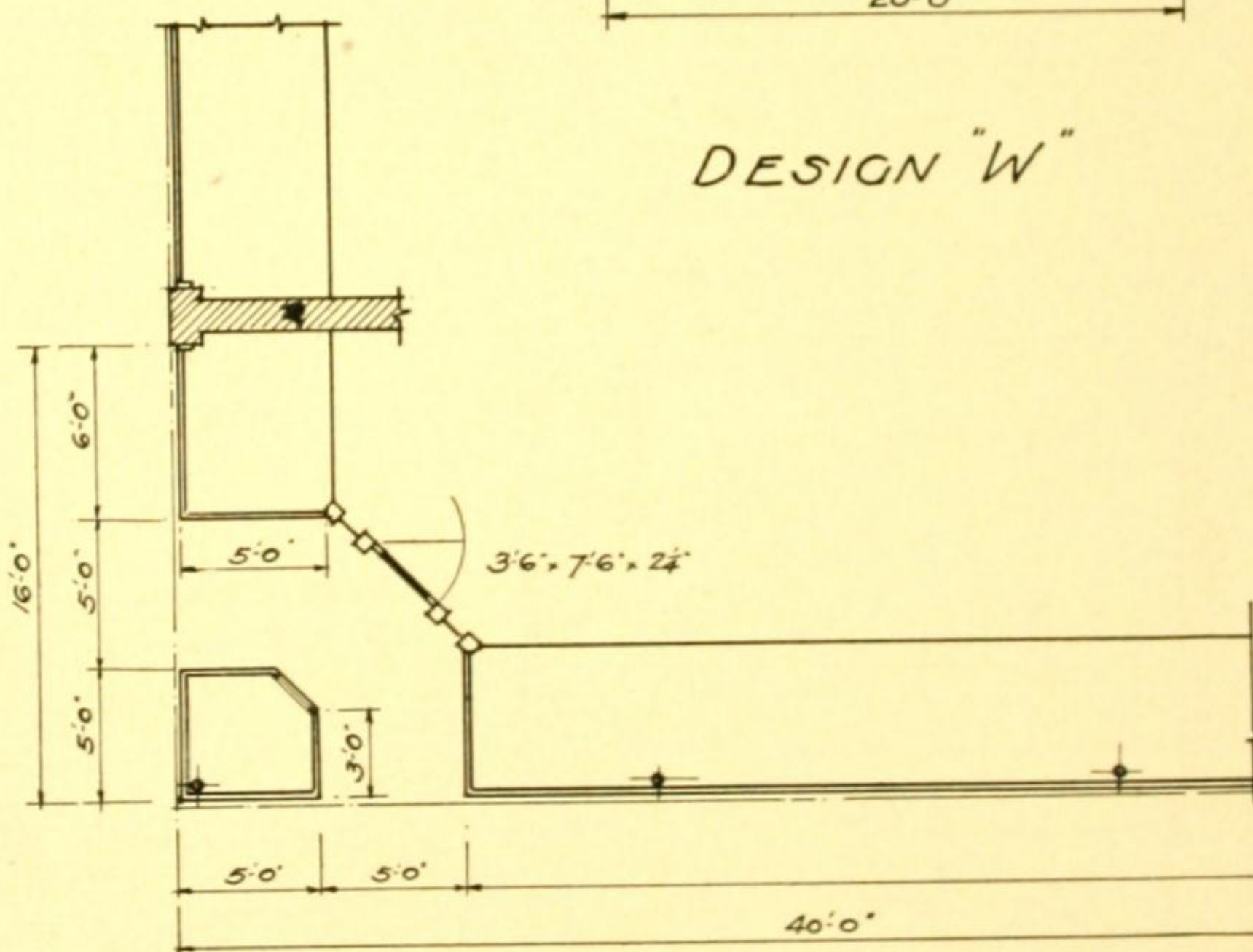
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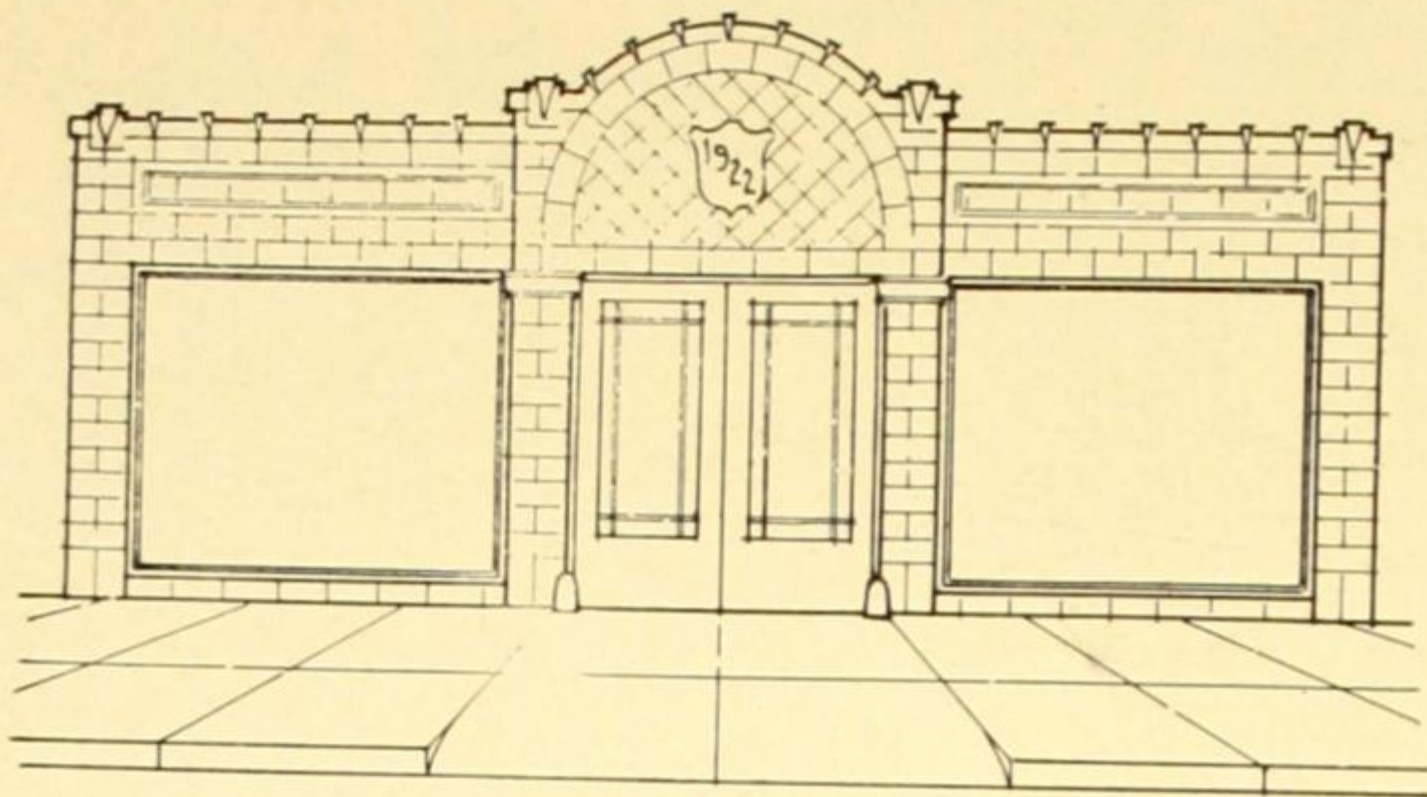


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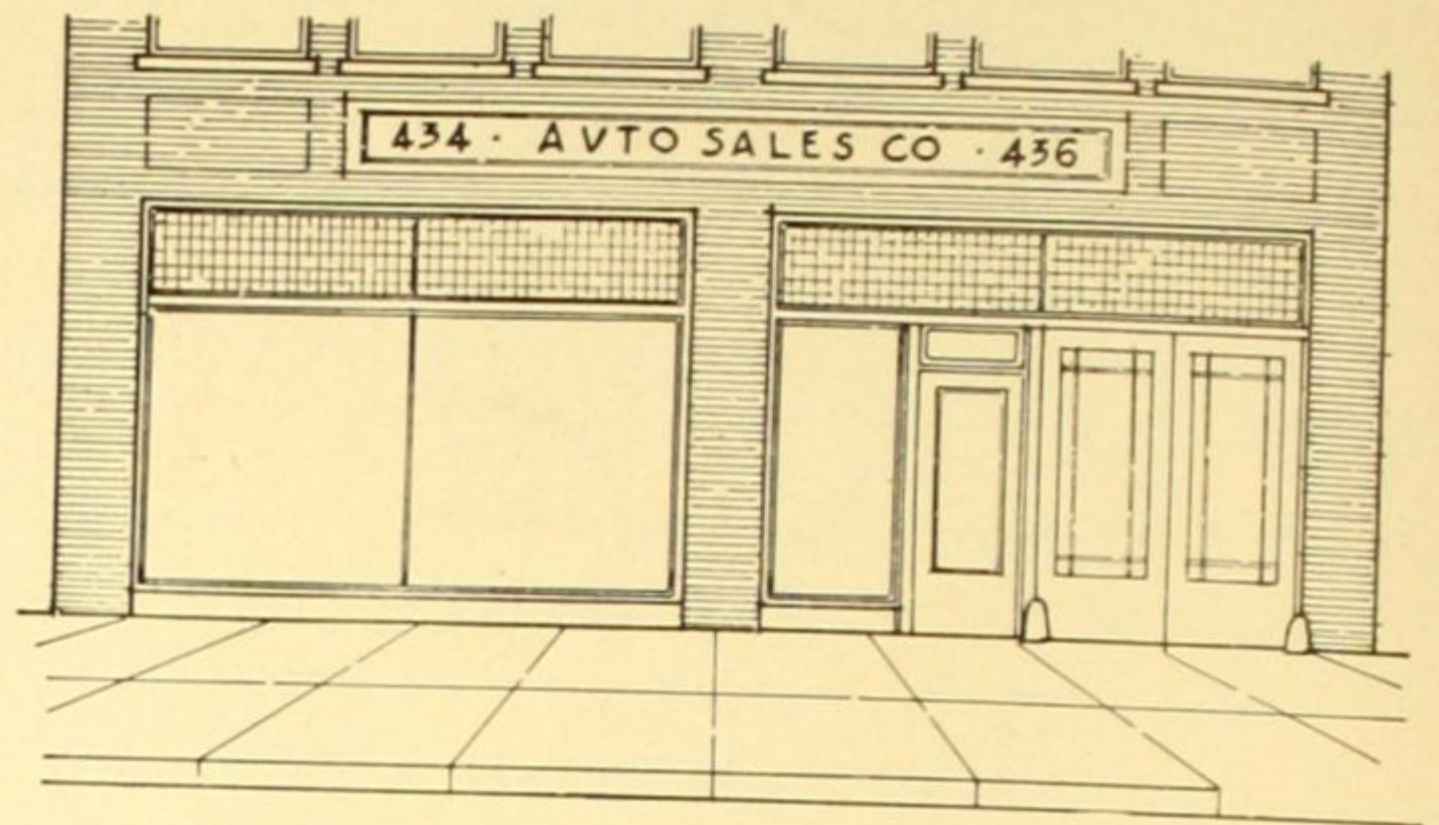


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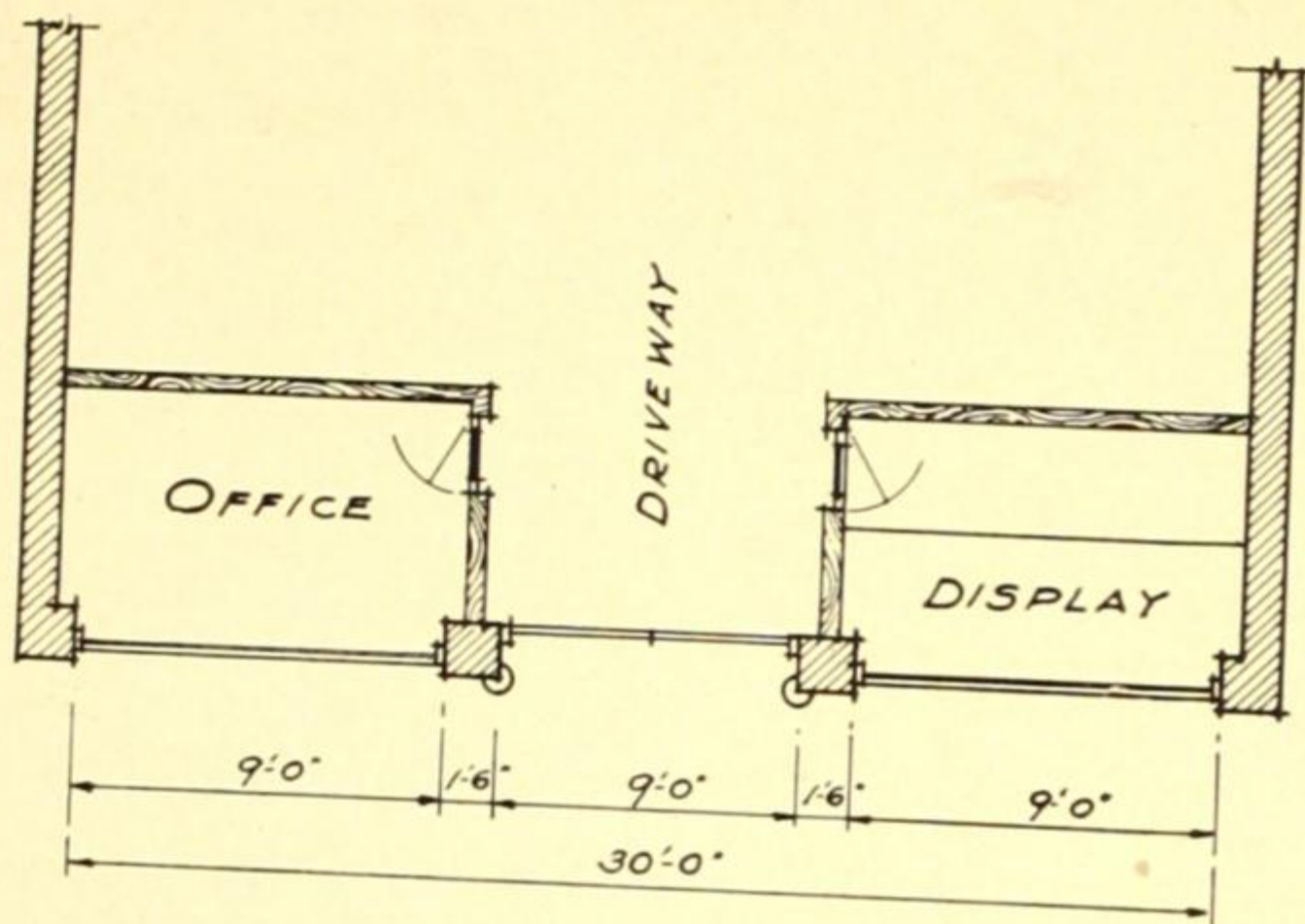
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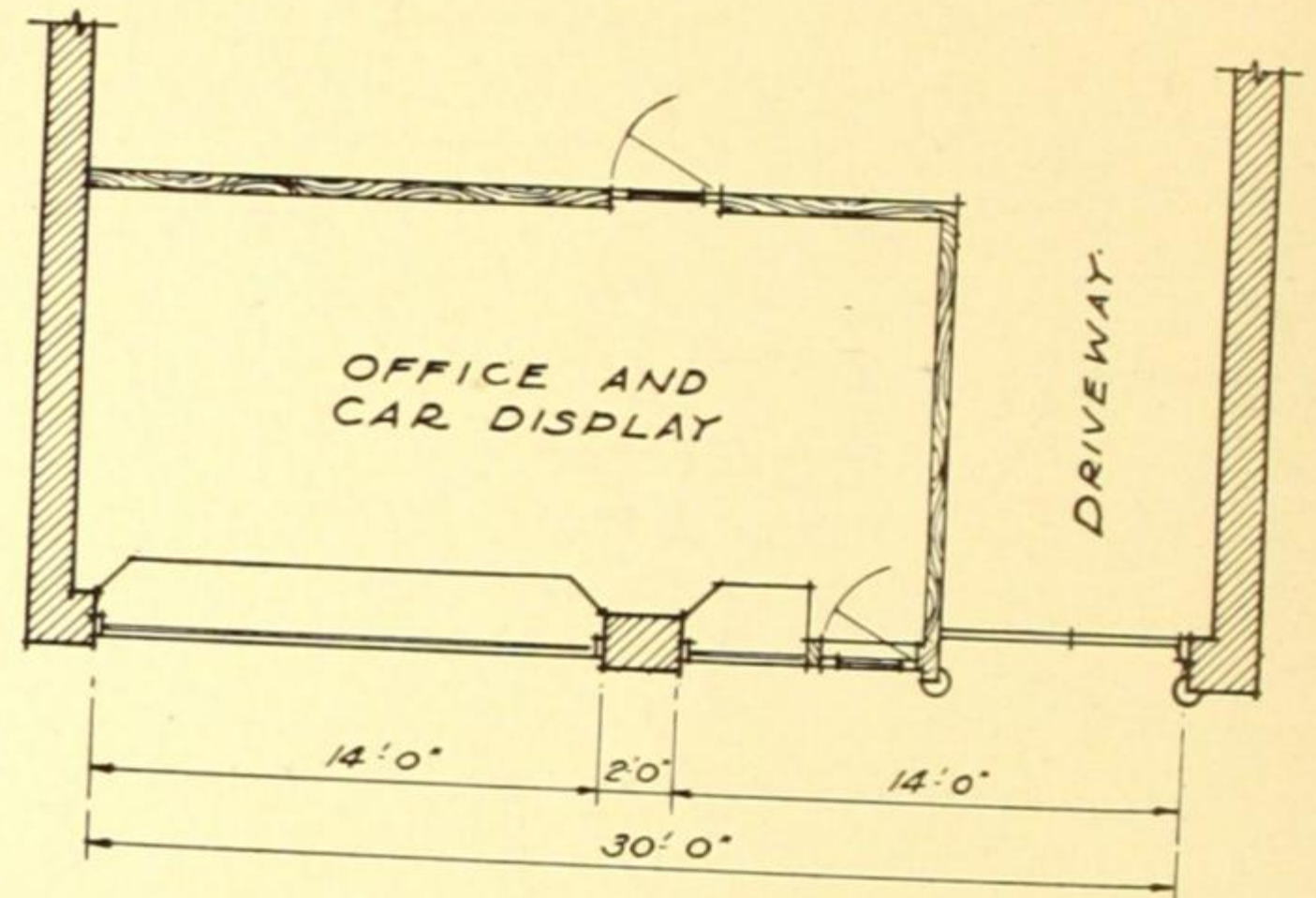
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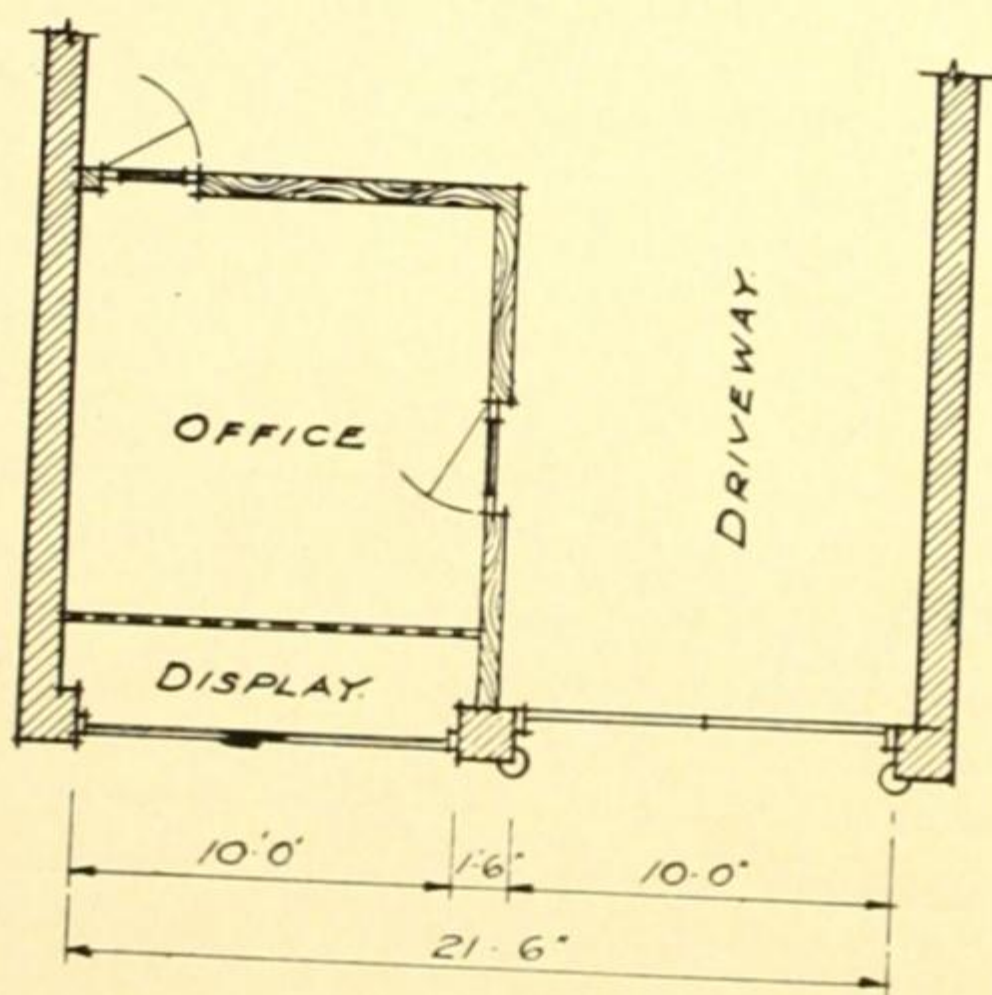
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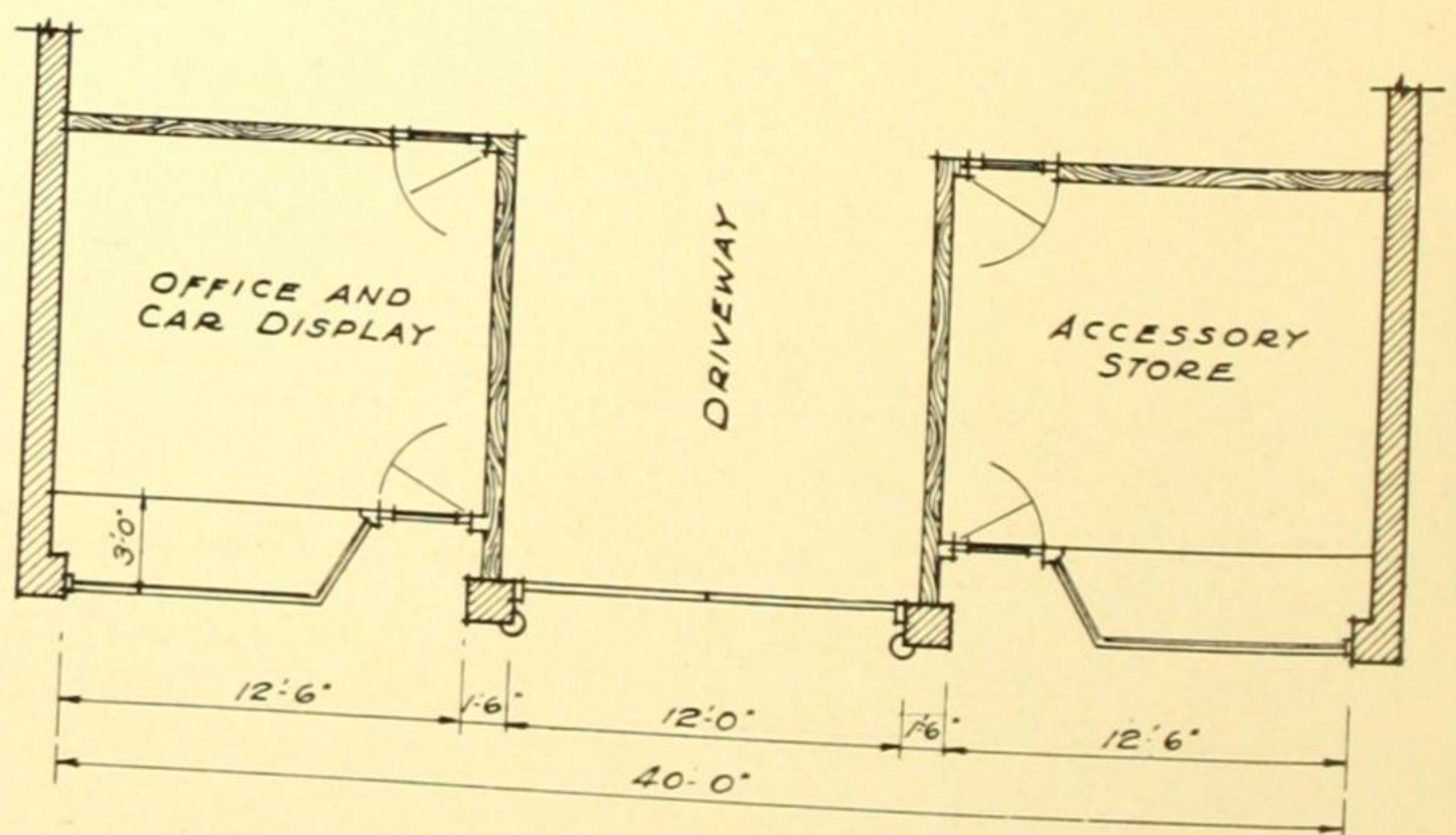
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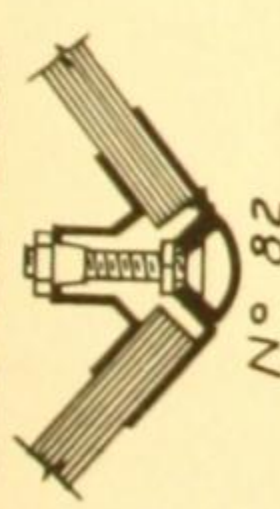
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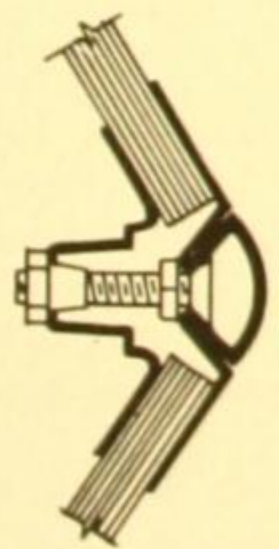
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CORNER BARS

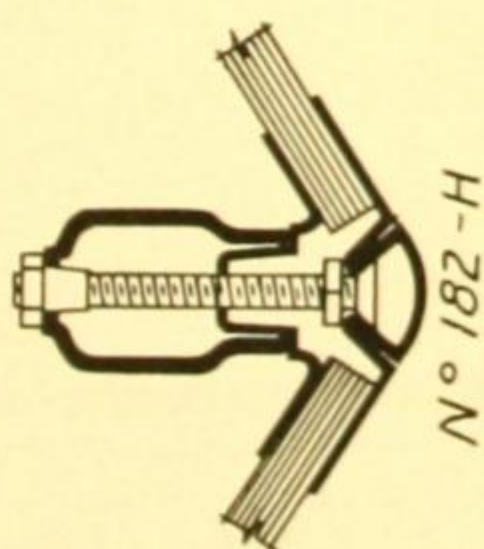
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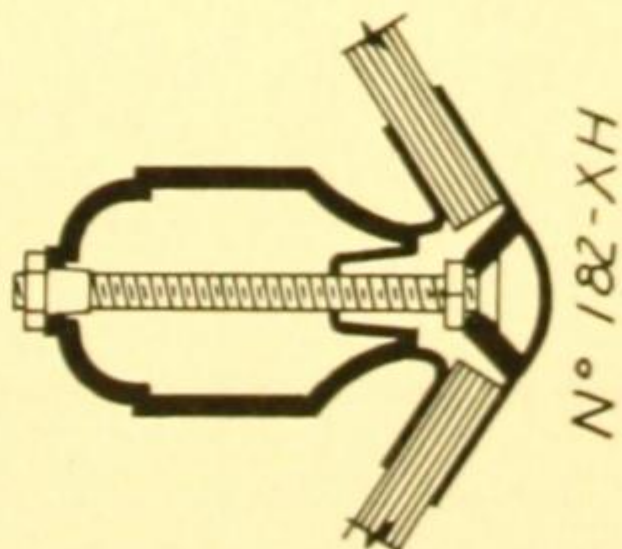
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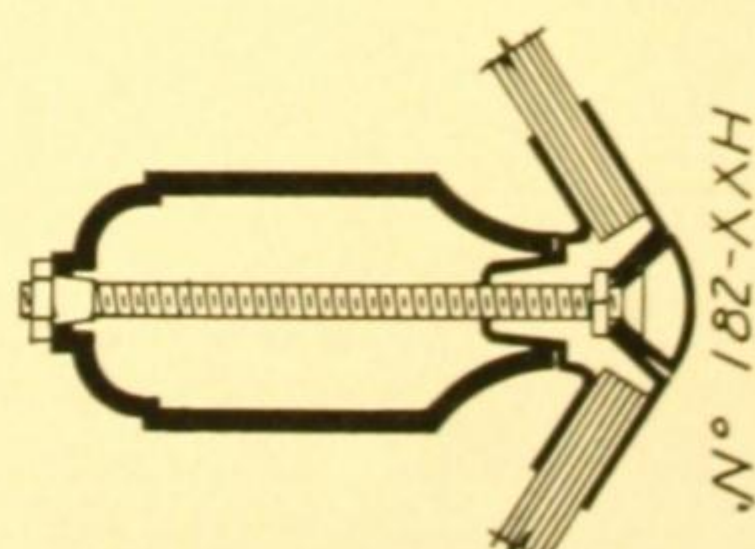
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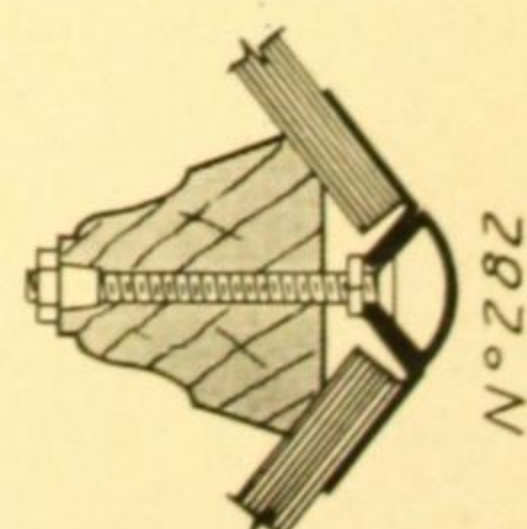
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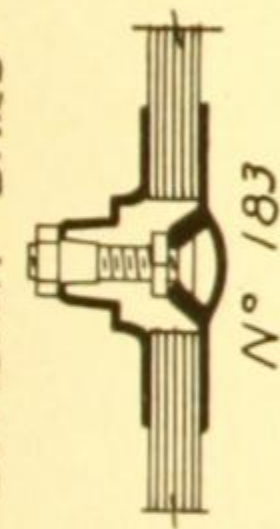
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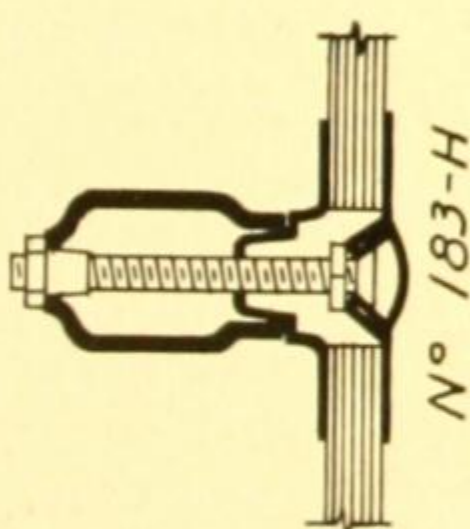
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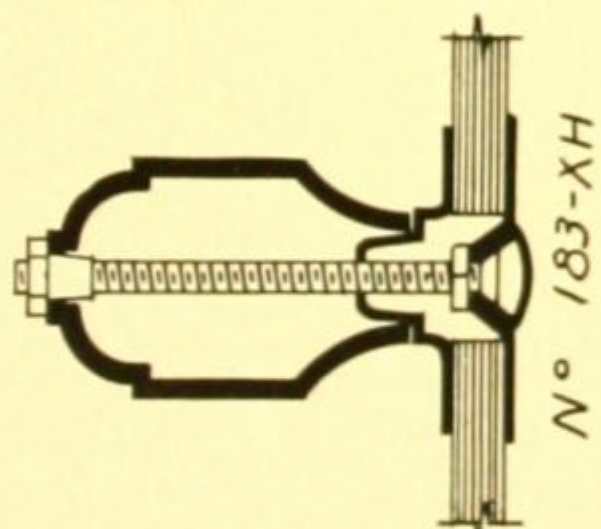
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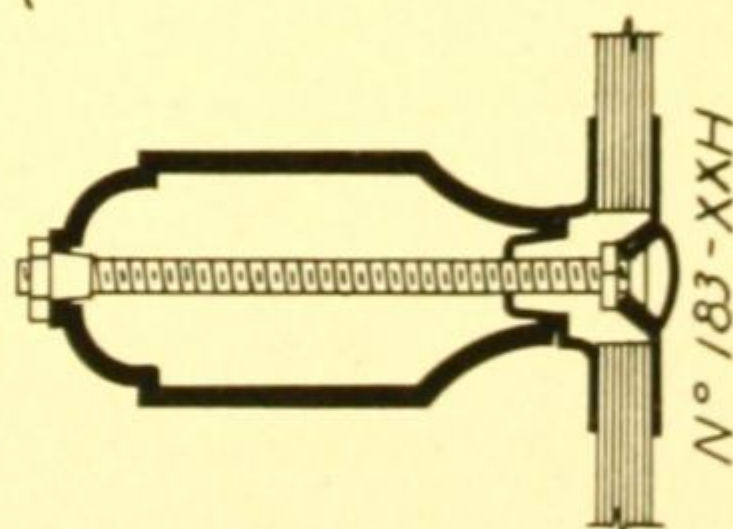
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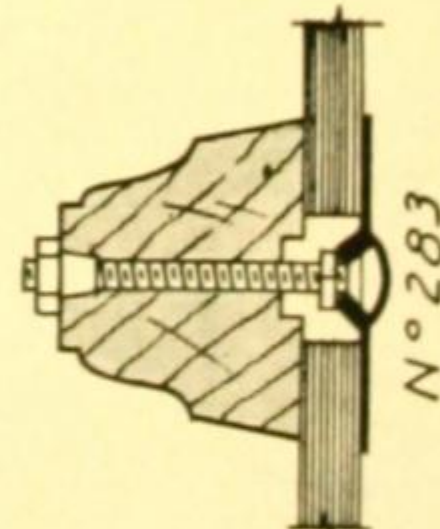
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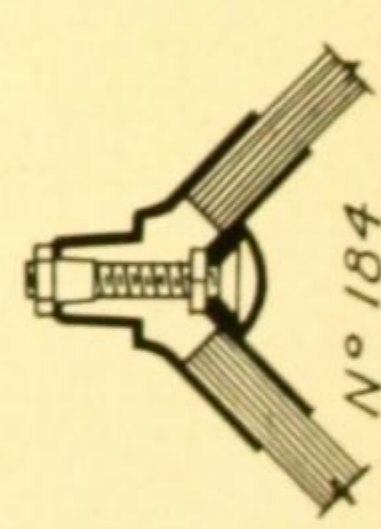
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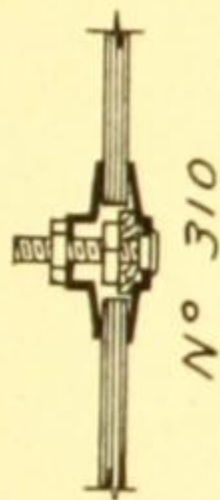


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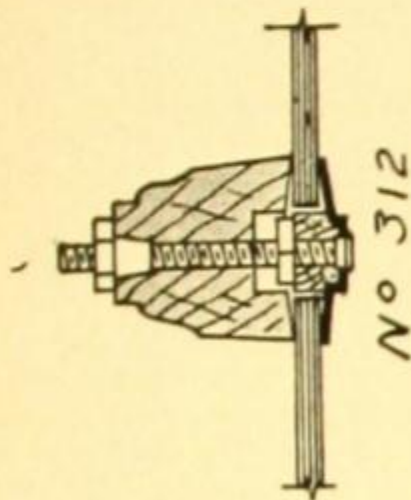


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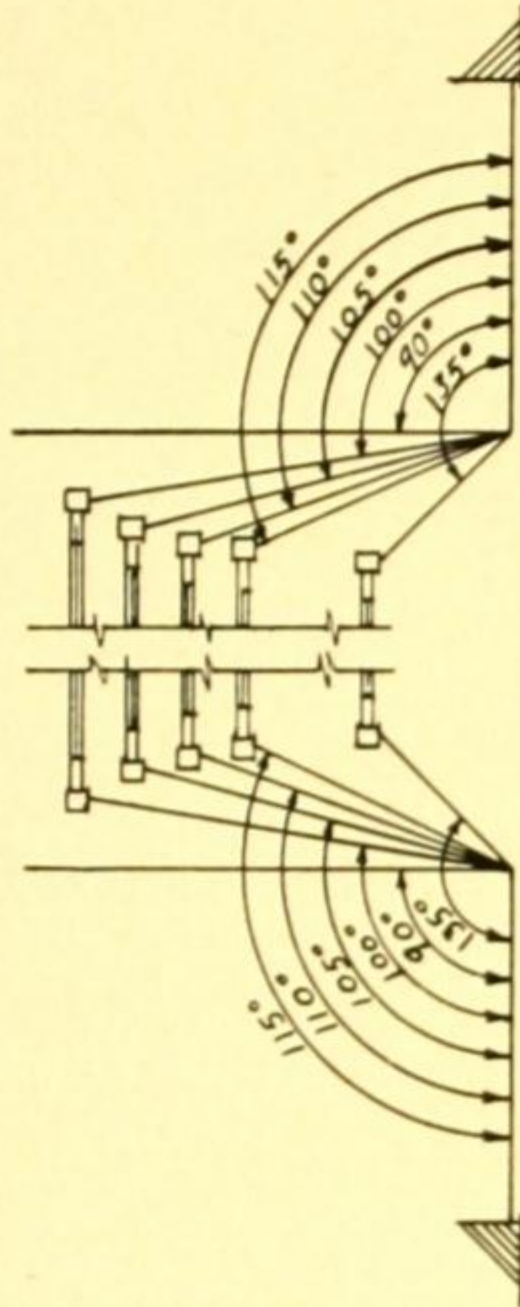
HALF SIZE DETAILS
Desco
 METAL
 COPPER STORE FRONT
 CONSTRUCTION
 DETROIT SHOW CASE CO.
 DETROIT, MICH.
 MAY 1, '25.



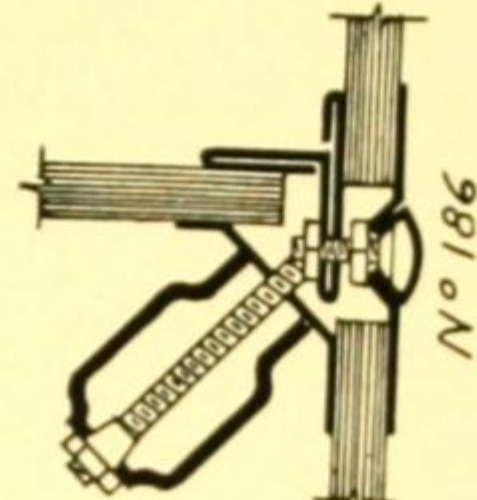
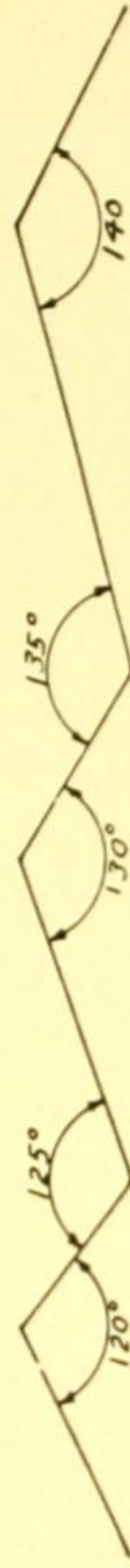
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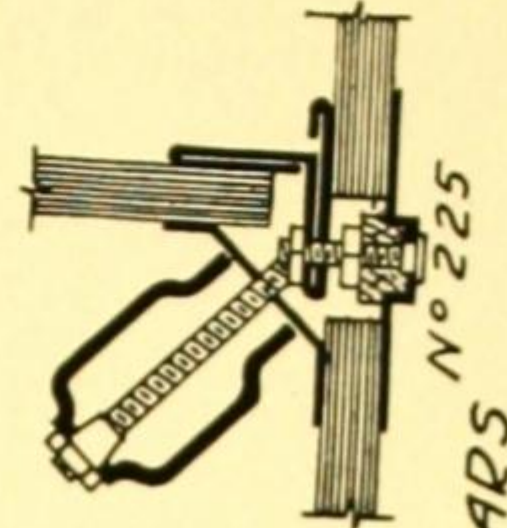
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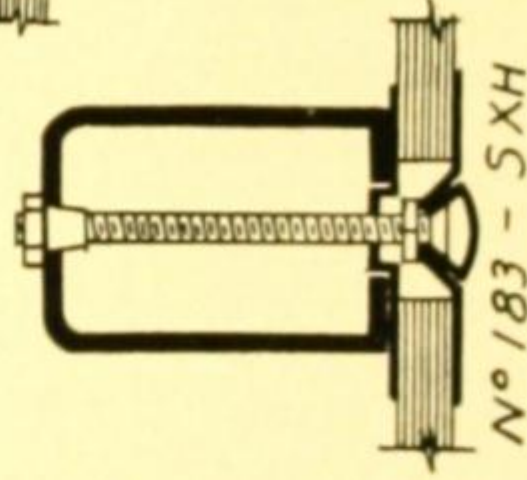
WHEN ORDERING CORNER BARS
 SPECIFY ANGLE DESIRED



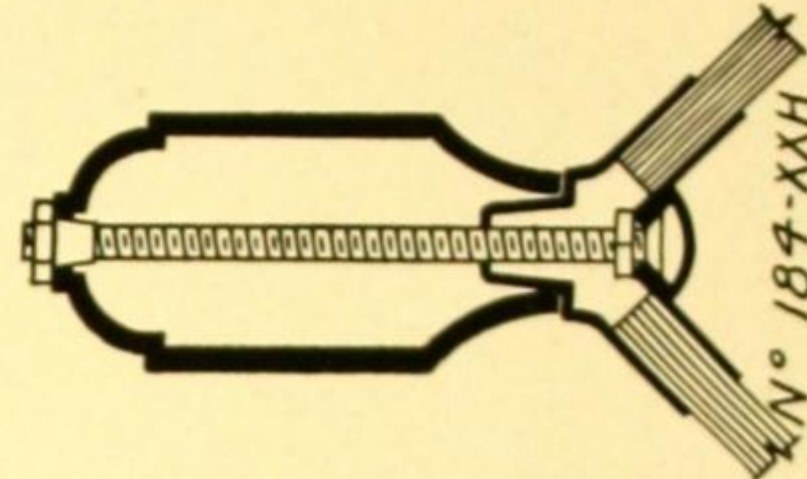
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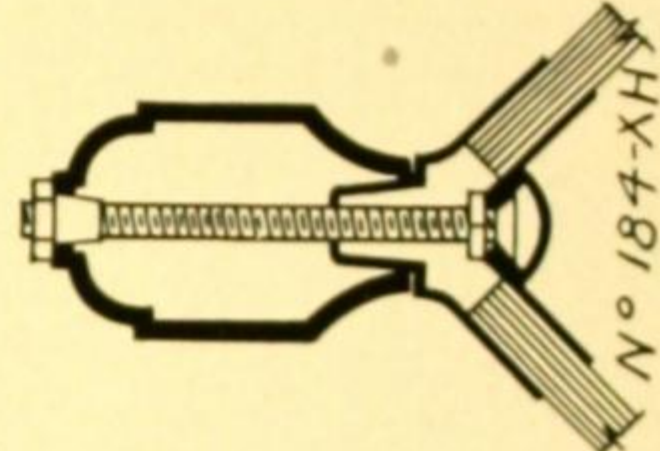
N° 225



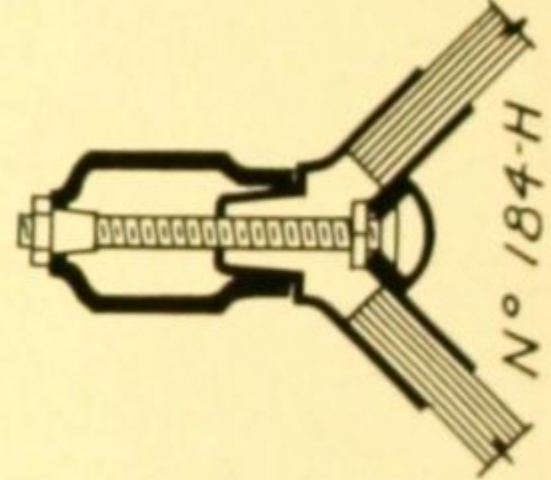
N° 183-5XH



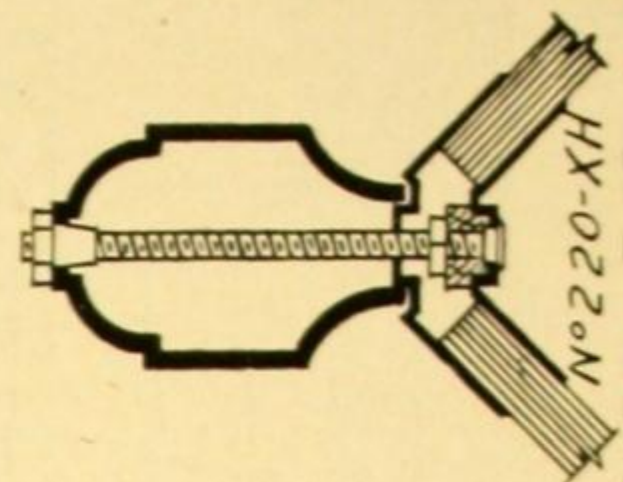
N° 184-XXH



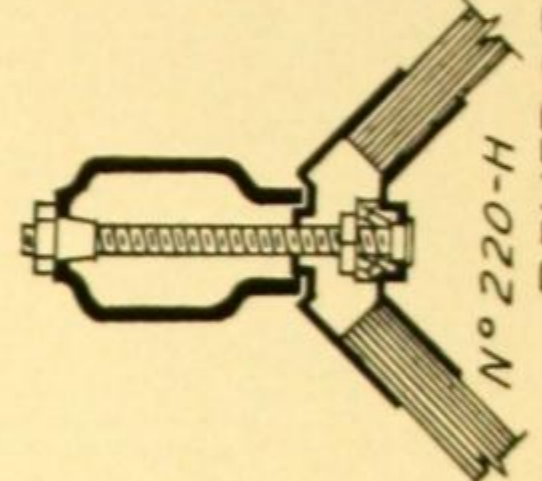
N° 184-XH



N° 184-H



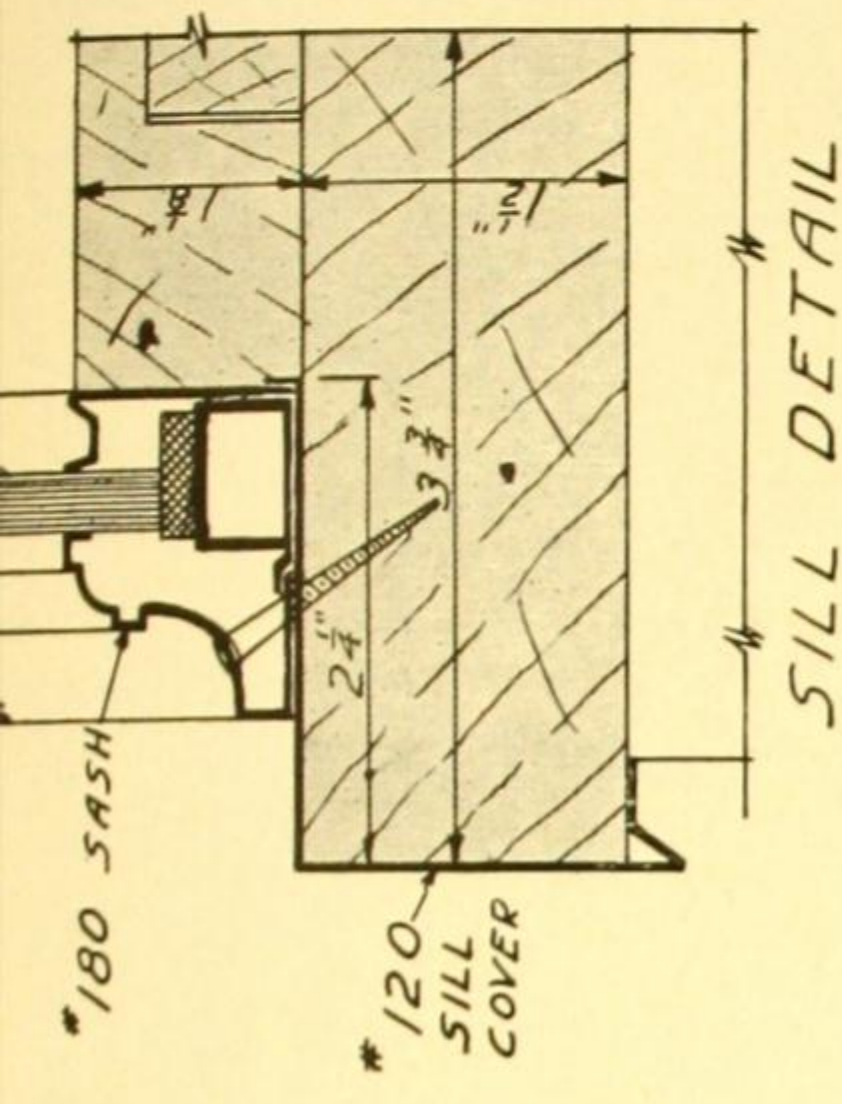
N° 220-XH



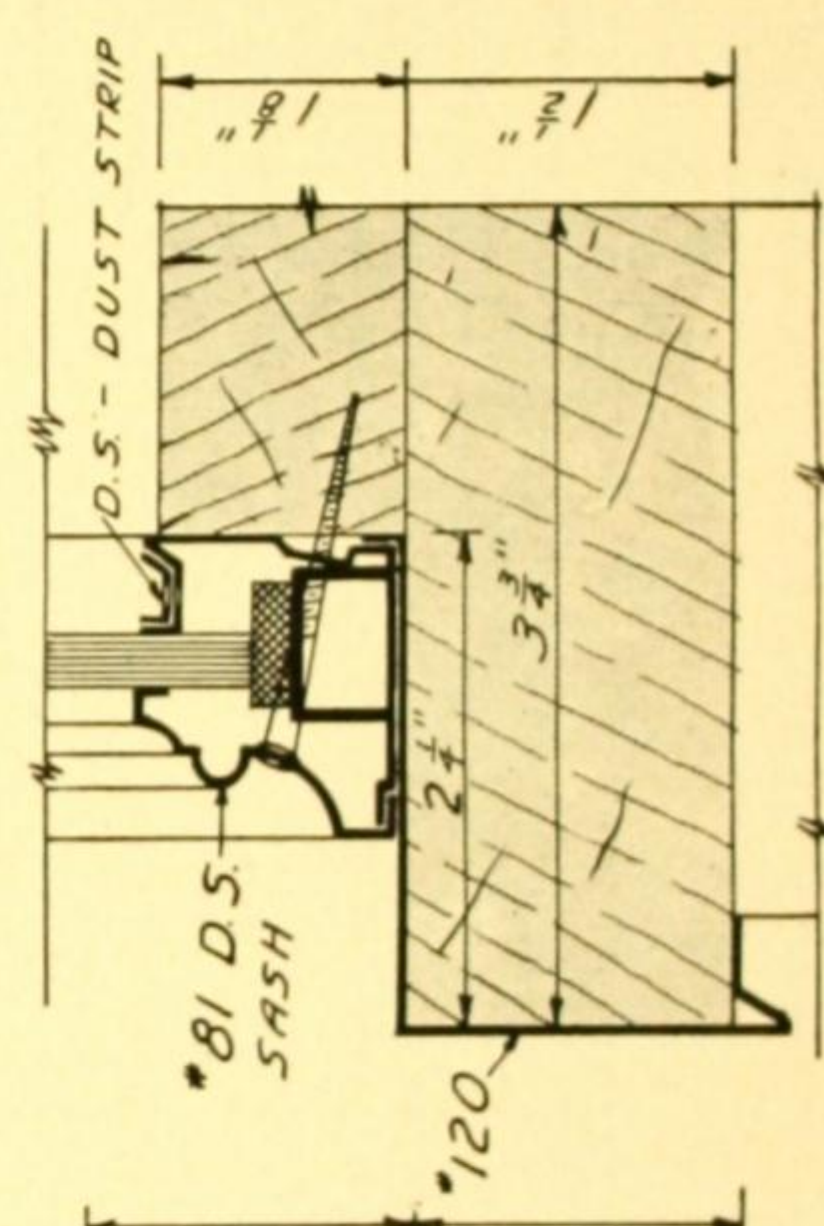
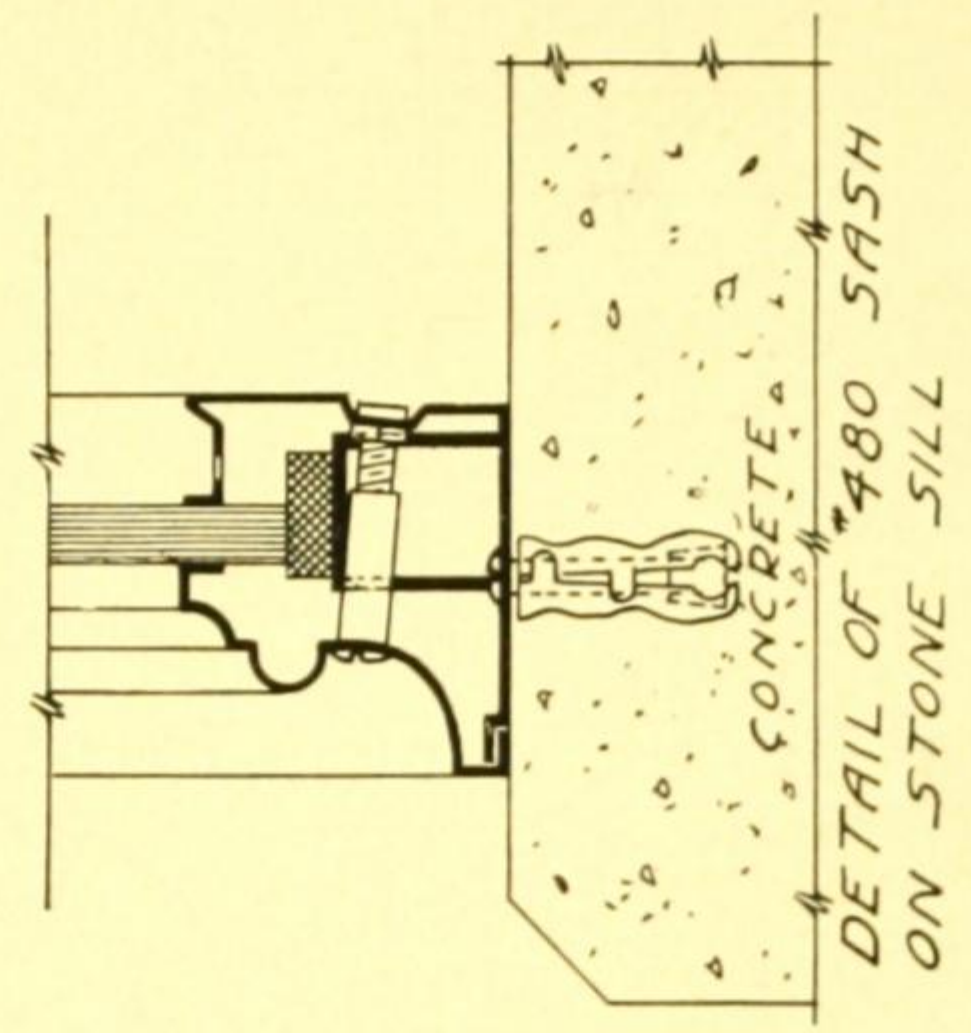
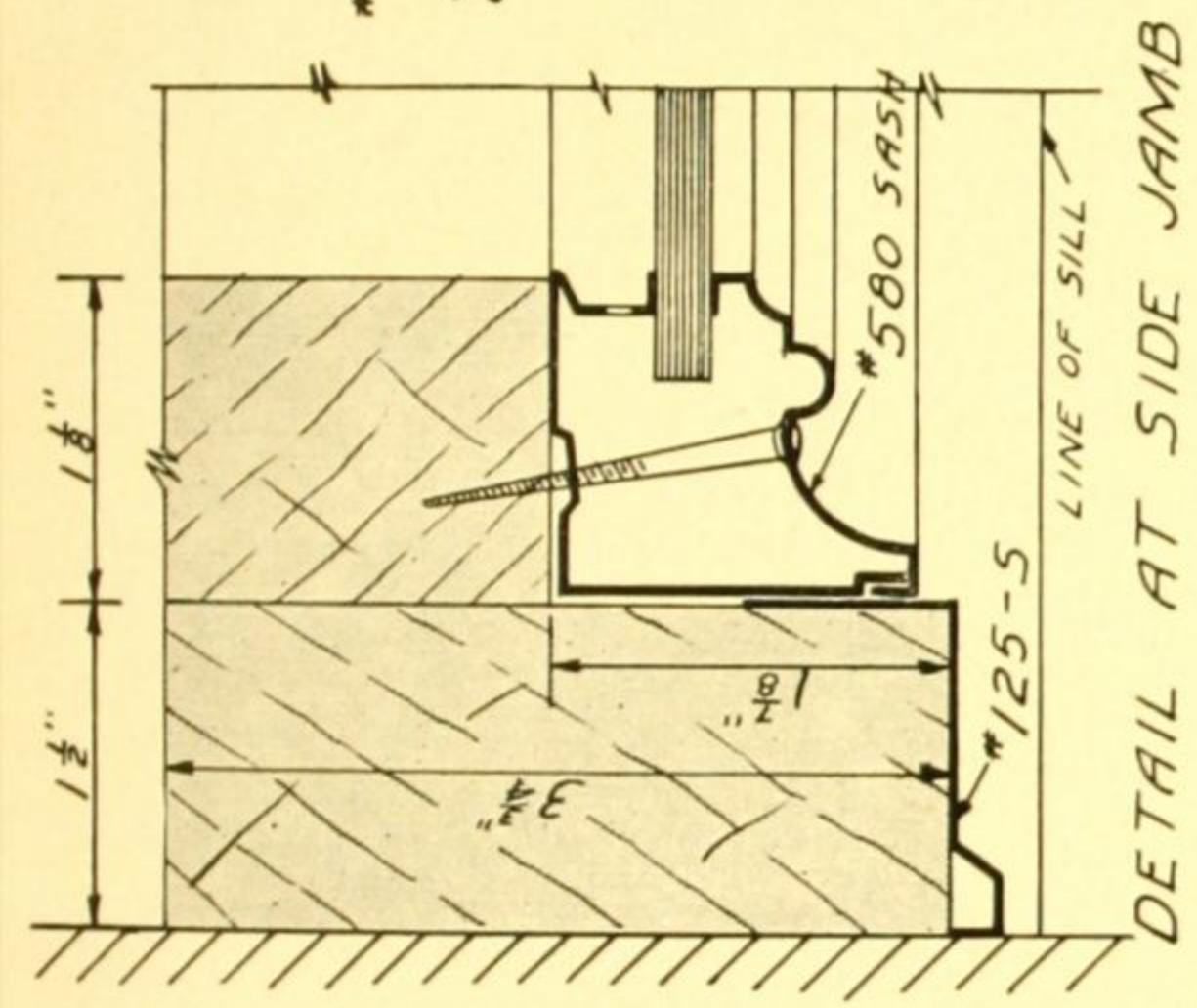
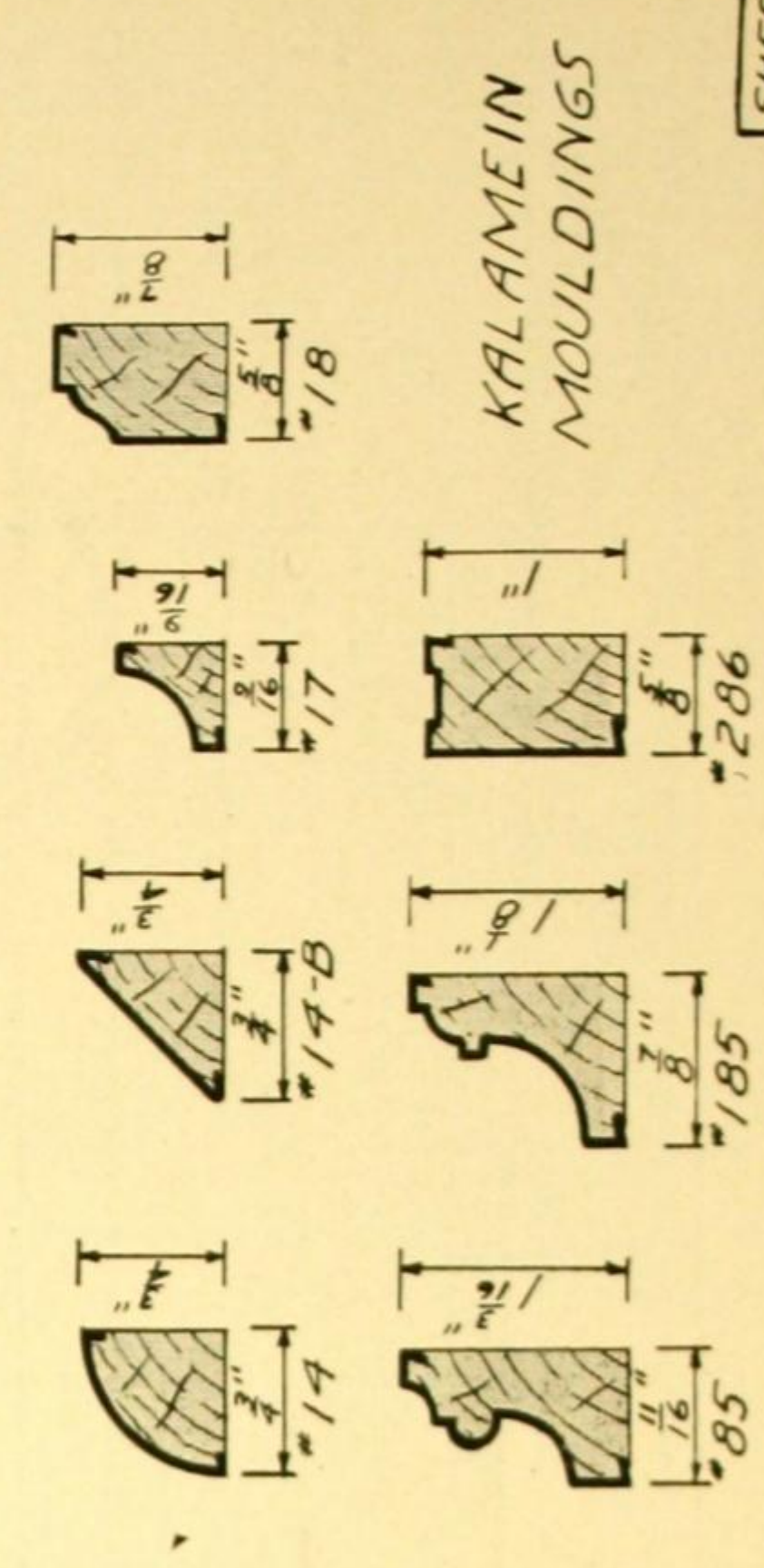
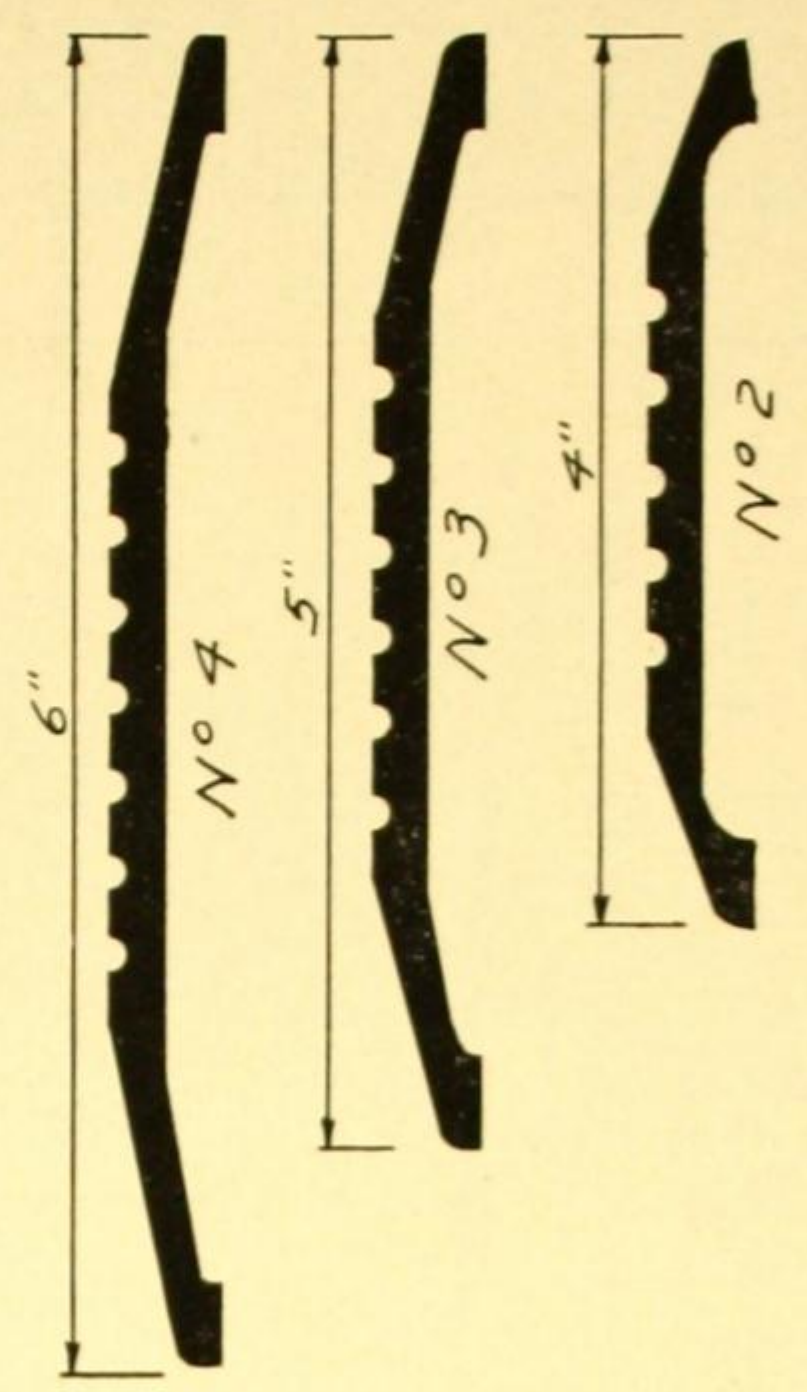
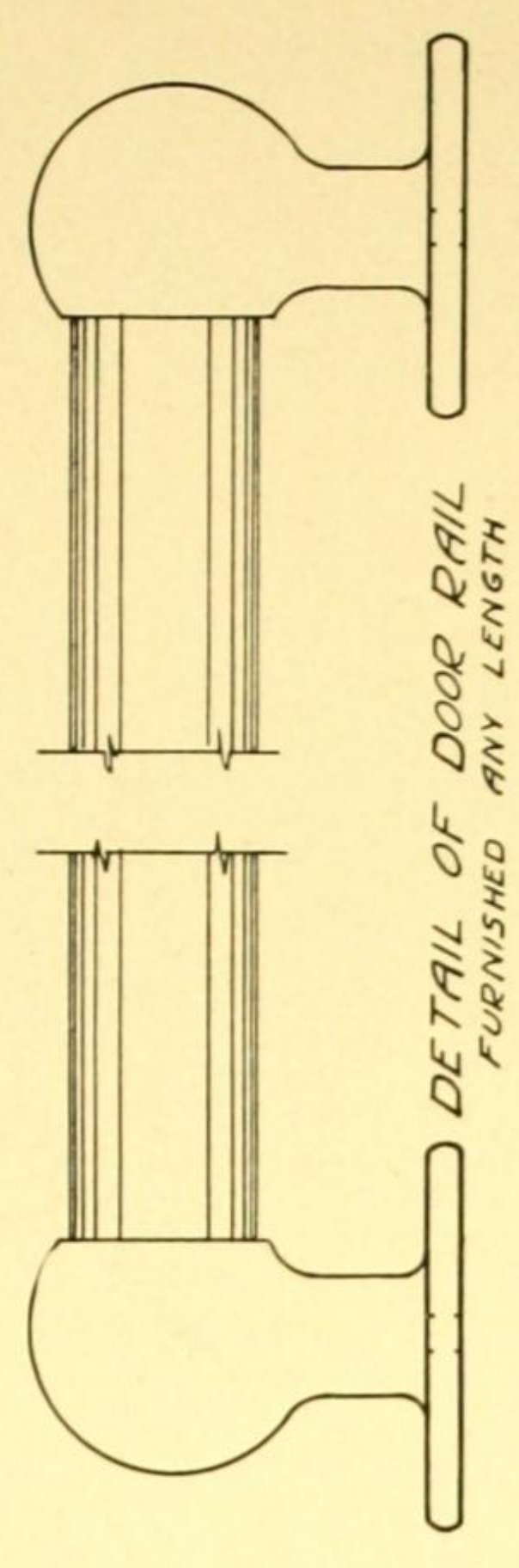
N° 220-H

REVERSE CORNER BARS

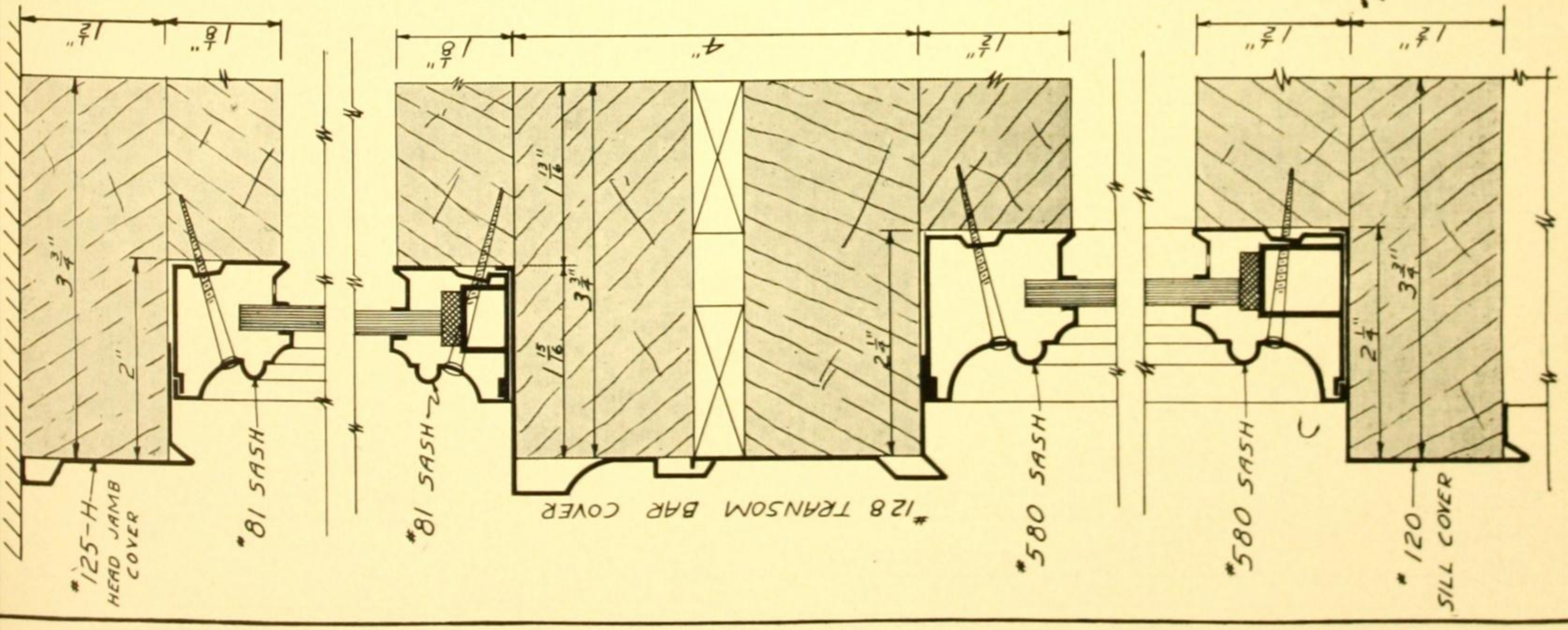
REVERSE CORNER BARS



BRASS KICK PLATES
 STANDARD HEIGHT 10" - 12"
 FURNISHED ANY LENGTH
 16 GAUGE DRILLED FOR SCREWS



NOTE - #81-D.S. MUST BE SPECIFIED
 IF DUST STRIP IS WANTED





**COPPER STORE FRONT
CONSTRUCTION**
DETROIT SHOW CASE CO.
DETROIT, MICH. MAY 1, '26.

2000

SCREEN

750 COVER

660 5545 099-
READ H545 COVER

REVERSE CORNER MULLION COVER

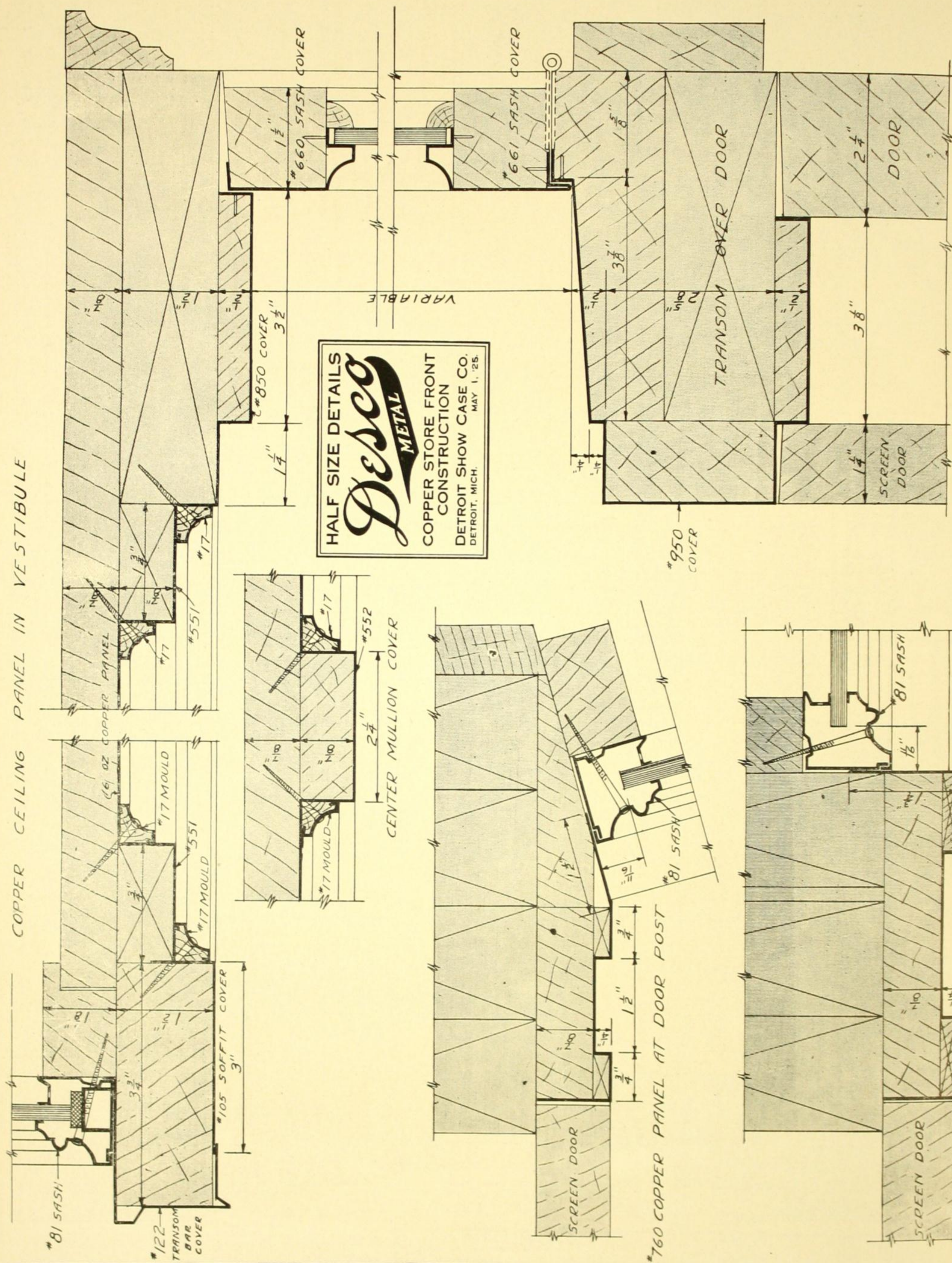
VERTICAL SECTIONS
THRU BULKHEAD

SECTIONS AND
PLAN THRU
BULKHEAD

SHEET
No 5

DOTTED LINE SHOWS LINE OF SILL

COPPER CEILING PANEL IN VESTIBULE



HALF SIZE DETAILS
Deeco METAL
COPPER STORE FRONT
CONSTRUCTION
DETROIT SHOW CASE CO.
DETROIT, MICH.
MAY 1, '25.

#770 COPPER PANEL AT DOOR POST

#760 COPPER PANEL AT DOOR POST

CENTER MULLION COVER

DETAILS OF #700 ALL COPPER DOOR
FOR ISLAND CASES AND WINDOWS

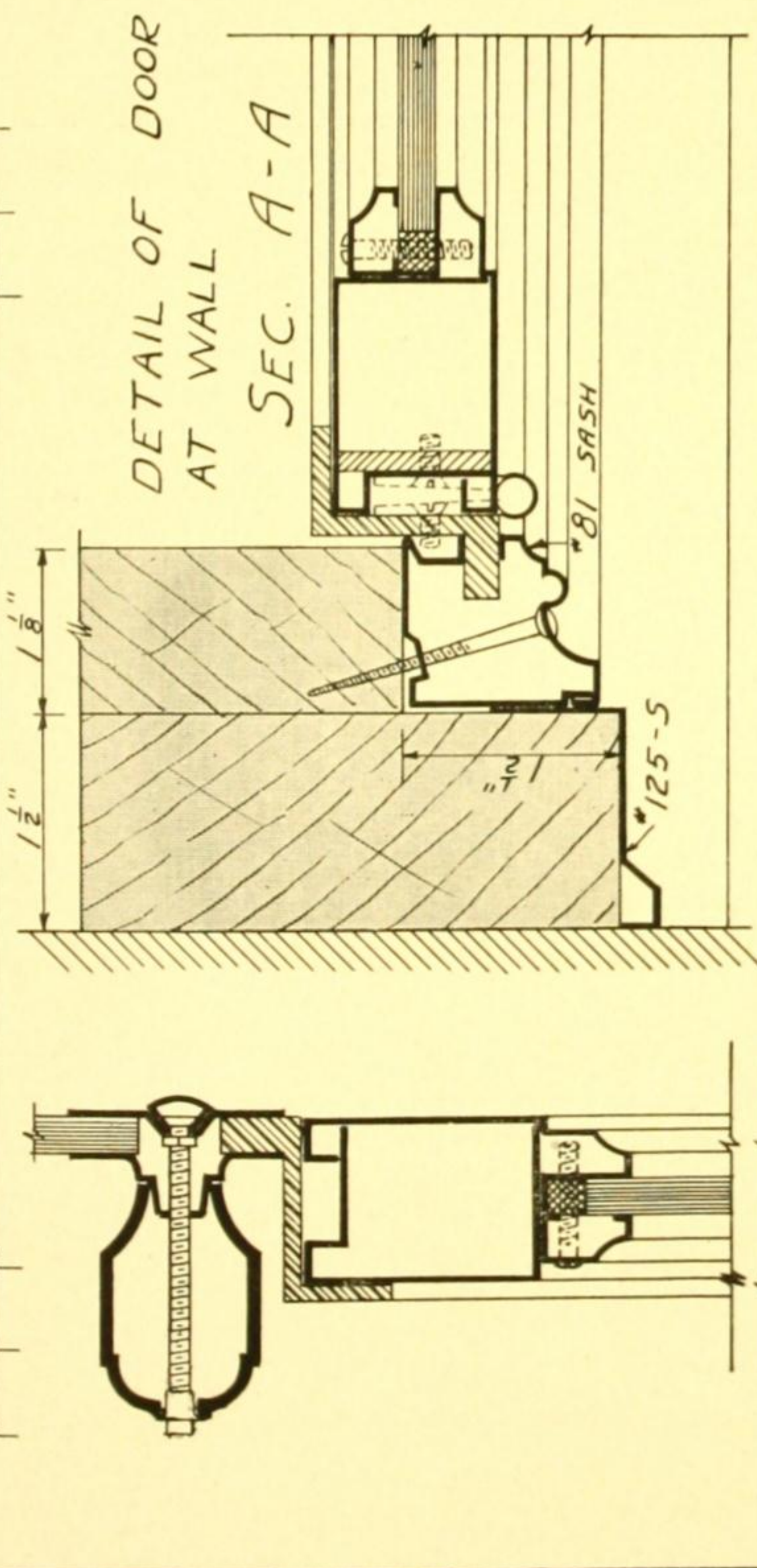
#183-XH

SEC. B-B

EXTRUDED BRASS

HINGE

SIZE OF DOOR

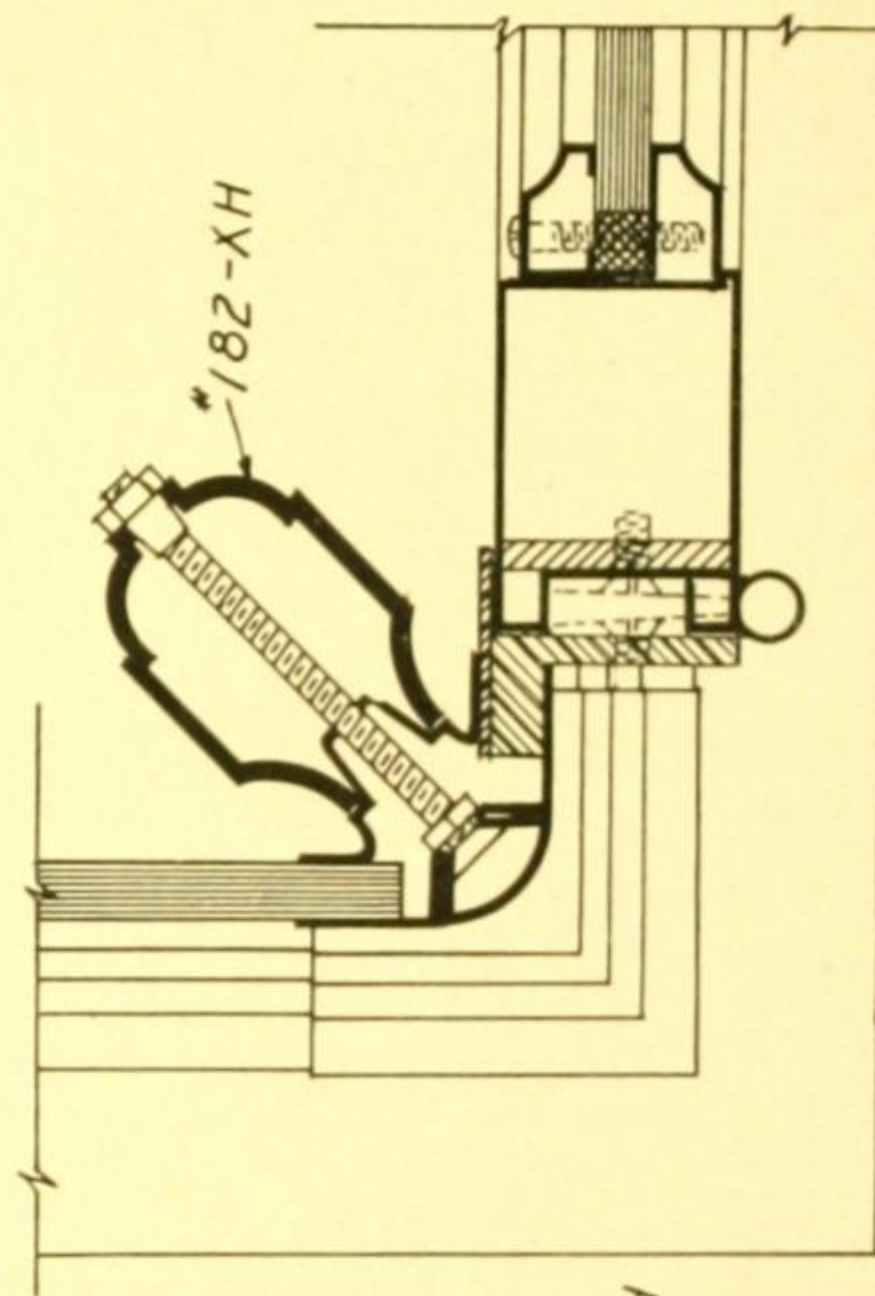


DETAIL OF DOOR
AT WALL

SEC. A-A

#81 SASH

#125-S



DETAIL OF #700 DOOR
AT CORNER

SEC. F-F

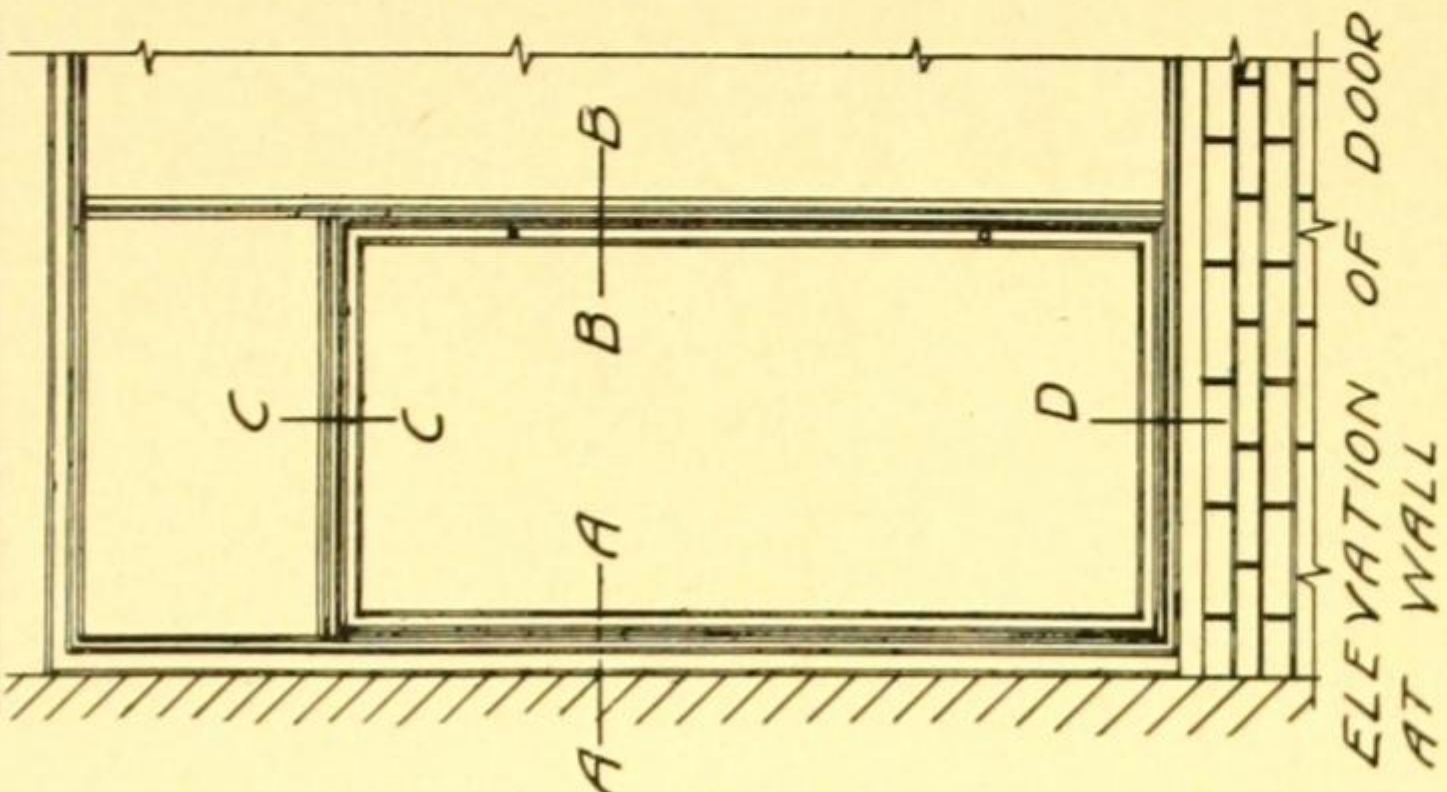
#120
SILL
COVER

#81 SASH

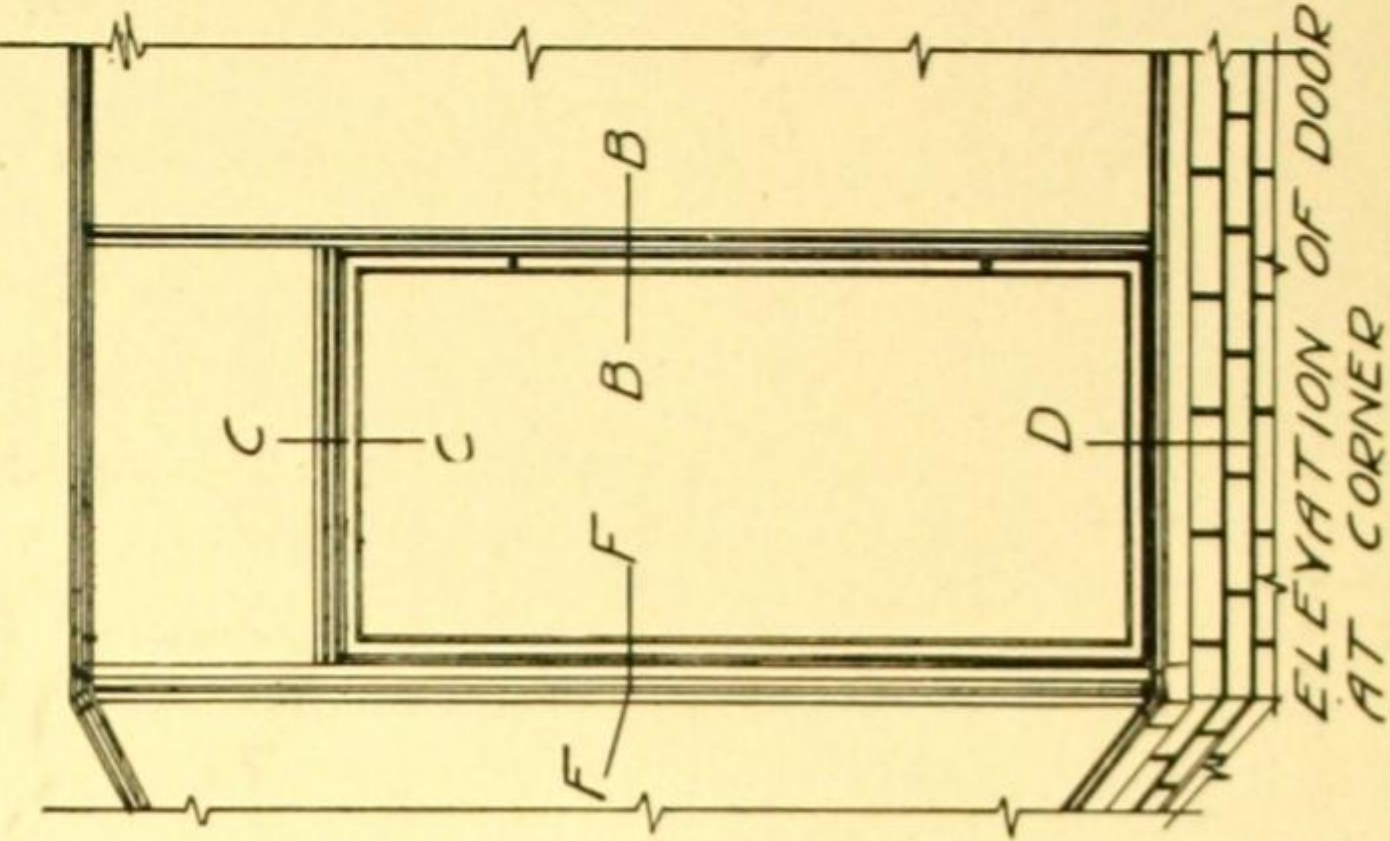
SEC. D

VERTICAL SECTION

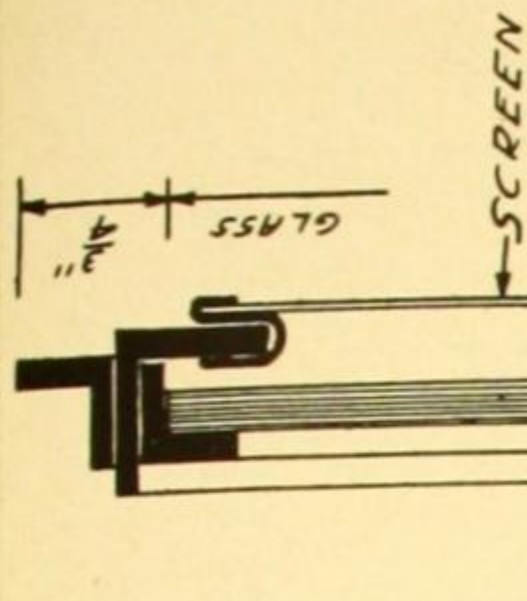
HALF SIZE DETAILS
Desco
METAL
COPPER STORE FRONT
CONSTRUCTION
DETROIT SHOW CASE CO.
DETROIT, MICH.
MAY 1, '25.



ELEVATION OF DOOR
AT WALL



ELEVATION OF DOOR
AT CORNER



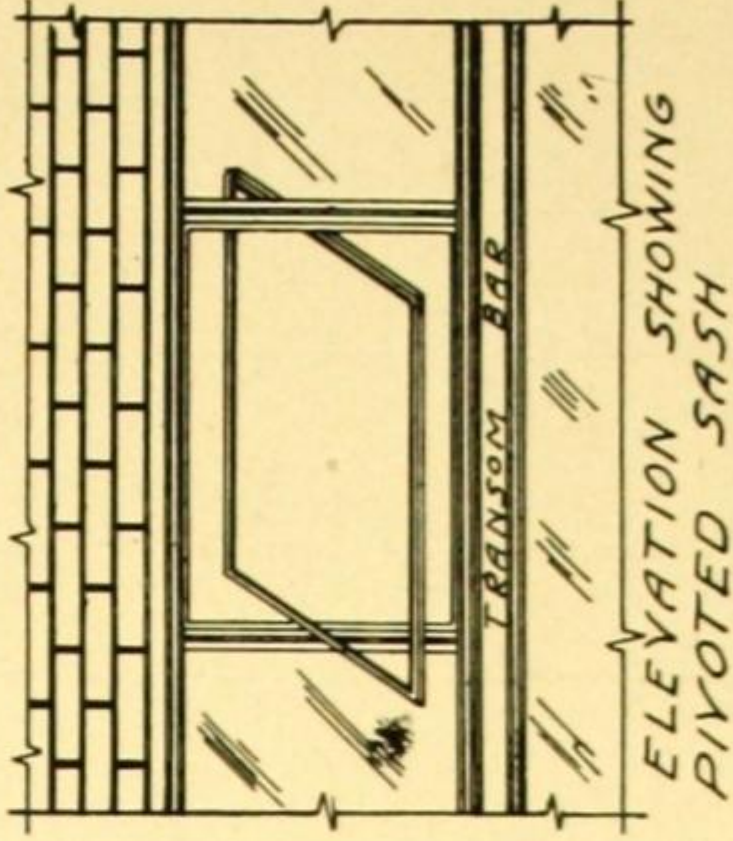
SCREEN

WITH OR WITHOUT
REMOVABLE SCREEN

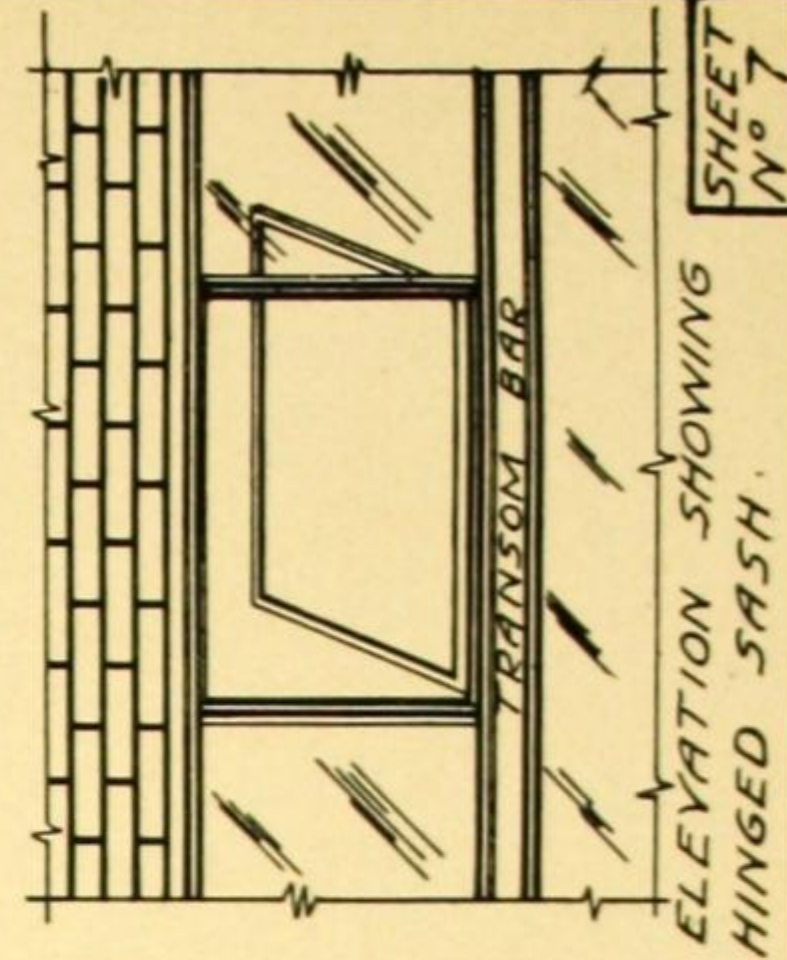
SCREEN

GLASS

STANDARD PRISM VENT
WITH REMOVABLE SCREEN

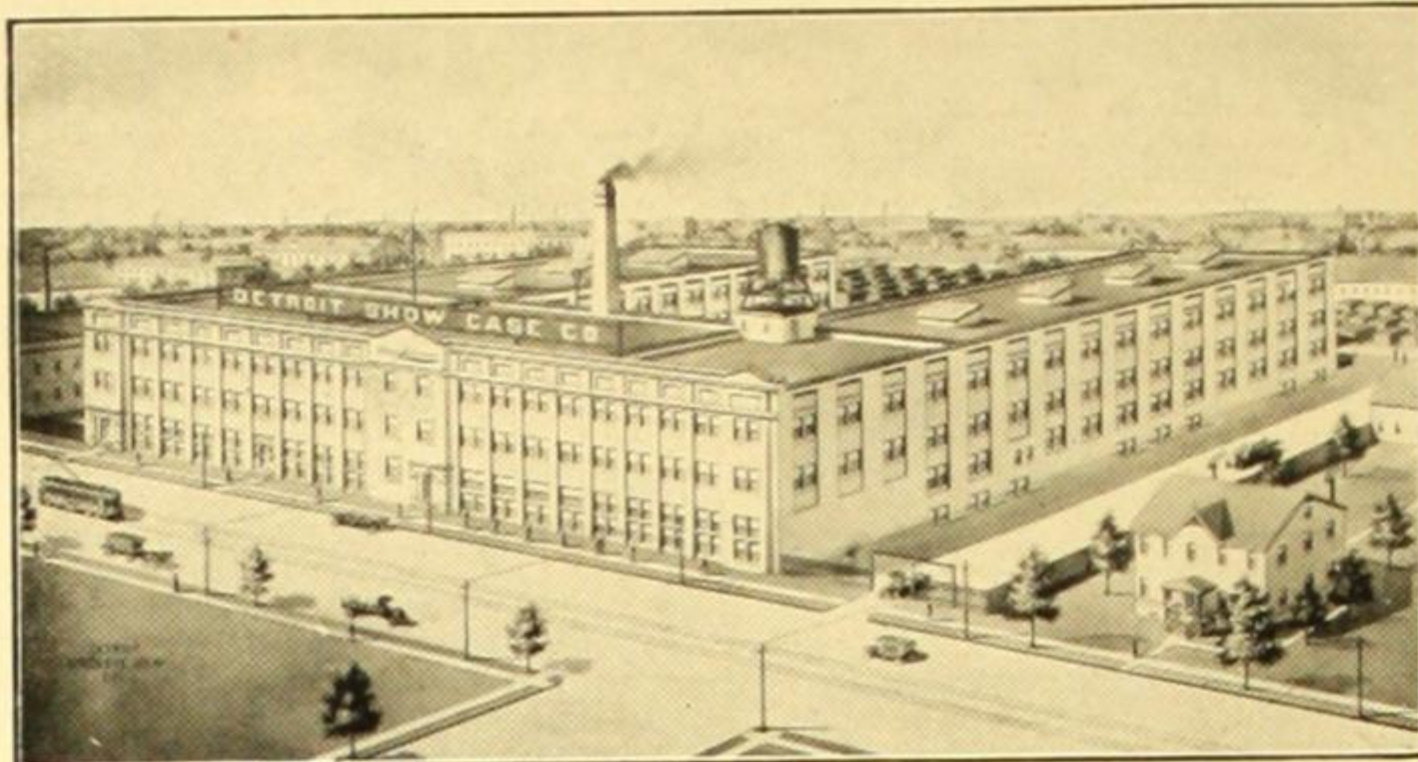


ELEVATION SHOWING
PIVOTED SASH



ELEVATION SHOWING
HINGED SASH

SHEET
No 7



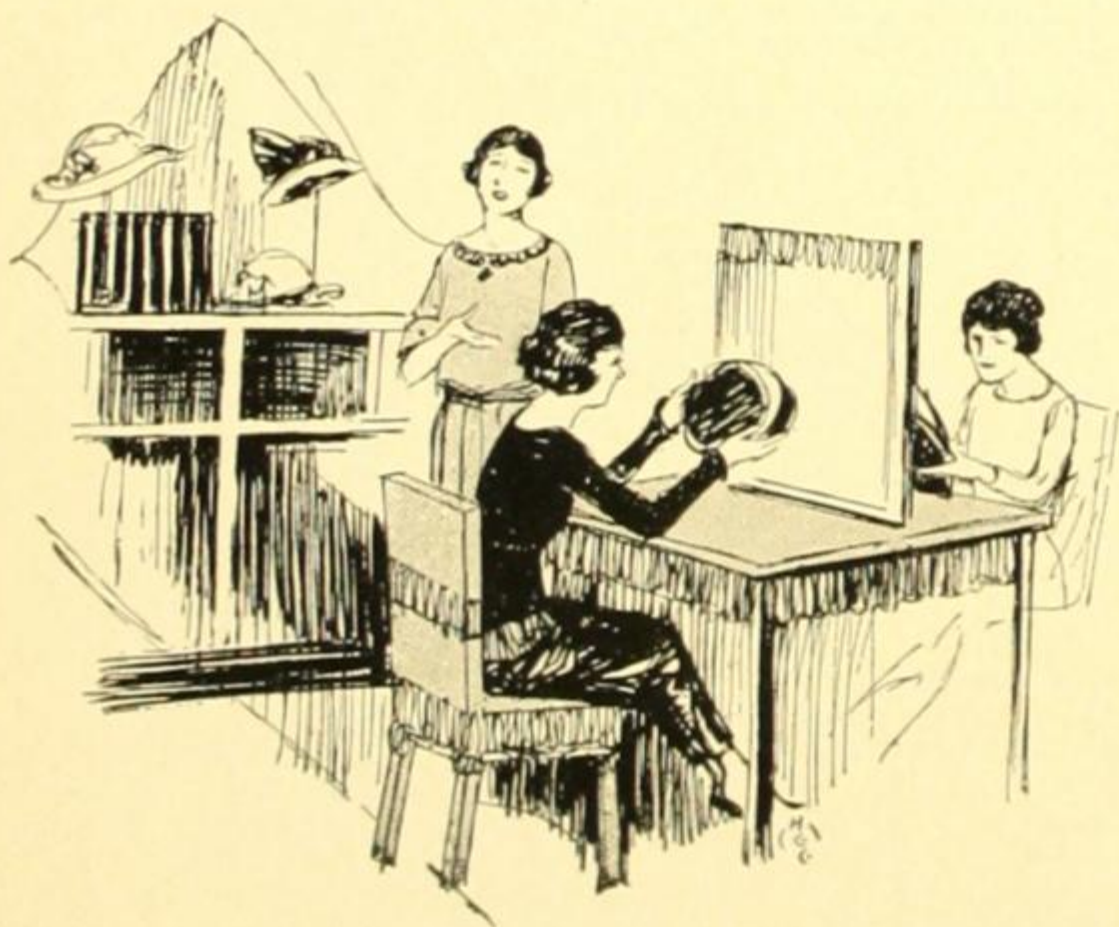
THIS modern, completely equipped factory is back of you to make your business more profitable.

Established in 1864, it always has been the policy of this company to manufacture good products and sell them at a moderate price. As a result we have a multitude of friends—contractors, architects and retailers alike—in all parts of the country who automatically turn to us when they are in need of material which we manufacture.

Every retailer knows the high quality of "Silent Salesman" show cases and the other interior display equipment of our make. And, likewise, retailers who have had "Desco" store fronts in their buildings are generous in their recommendations.

We want your confidence, too, and whether you buy direct from us or through one of our distributors you have our assurance of a square deal—for that's how we have dealt for 59 years.

"Desco" construction is usually sold through distributors. There is one near you. Write for his address.



"Desco"
Construction

Simplicity
and
Strength

Sold at a
Moderate
Price.



